

LIFE

THE DOGPATCH SAGA:
AL CAPP'S OWN STORY
PSYCHOLOGY: HOW PEOPLE
MIX FACT AND FALLACY



'LI'L ABNER' GIRLS
WHOOPEE IT UP ON BROADWAY

20 CENTS

JANUARY 14, 1957



Brownie Ice Cream Sandwiches! There never was such a dessert! Bake cake-like brownies, split. Fill with ice cream and top off with a super sauce made from Betty Crocker Chocolate Fudge Frosting Mix!



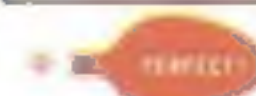
Betty Crocker of General Mills

"New ideas! Quick ideas!"

Brighten up a winter's day with

Betty Crocker Brownie Mix!

... guaranteed to come out perfect® every time!"



Yes, all our Betty Crocker Mixes—Cake, Frosting, Brownie, Date Bar, Pie Crust, Answer Cake—are guaranteed to come out perfect, or send the box top to Betty Crocker, Box 200, Minneapolis, Minn., and General Mills will send your money back!

Birthday Brownies! Make a little heart happy! Bake up Betty Crocker Brownies—according to the "cake-like" recipe on package. Frost—add a candle in a round candy!



Party Brownies! Quick! Easy! Festive! Bake up several pans of brownies. Frost some with Fluffy White Frosting, others with Chocolate Fudge Frosting. Coconut's for extra fun!



Peanut-Man Brownies! Two favorite flavors! Bake up Betty Crocker Brownies—rich 'n' fudgy! Frost them with our new Peanut Creme Frosting Mix. Peanut halves make a man.



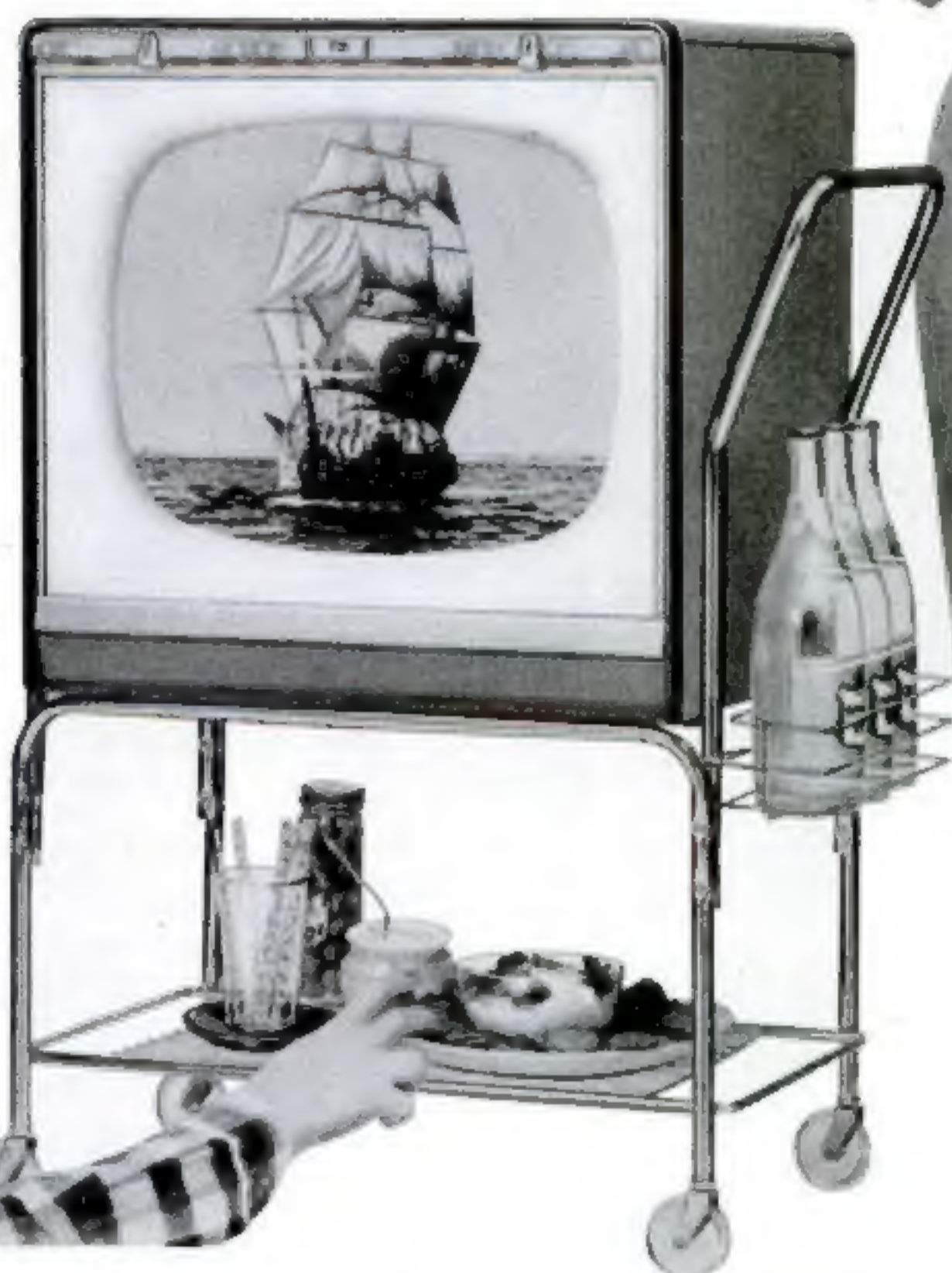
The fine art of hosting—with TV on wheels!



FREE!
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This handsome
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The "Devereaux" shown on cart, has 21" (overall diagonal) picture tube—246 sq. in. of viewable area, plus HaloLight, Magic Touch Tuning. Blonde or mahogany finish.

1957 SYLVANIA TABLE TV with HALOLIGHT



You'll enjoy Sylvania TV even more with this gracious brass cart to wheel your set—and your refreshments—wherever you want them to be. A big \$24.95 value, the cart is yours—free—when you buy any Sylvania table model with HaloLight. Only Sylvania offers Magic Touch or Magic Power tuning—plus soft, soothing HaloLight.

You can own Sylvania TV for as little as **\$119.95***

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See it demonstrated—
you'll find it
amazing!



\$39.95*

For convenience and for safety, it lets you talk—or listen—from room to room.

*Manufacturer's suggested retail price.

Keep your eye on **SYLVANIA** ...fastest growing name in sight!

Progress in Poland

A candid look inside Poland reveals the progress of a tense nation under the incongruous guidance of a tough Communist and a dedicated Catholic.



WARSAW WORSHIPERS

Dogpatch in two places

As Li'l Abner and Dogpatch denizens take part in a musical comedy, Al Capp draws and writes for LIFE a special biography of his harassed hero.



BUCOLIC BABES

How our minds work

The second in LIFE's series on Psychology describes different methods psychologists use to probe complex workings of the human mind.



OPTICAL ILLUSION

New on the beach

Puffed pants and long-legged swimsuits are part of the novel beach fashions which French Couturier Givenchy has designed for U.S. resorts.



FRENCH BEACH FASHION

Patriot's anniversary

As the country starts to celebrate the 200th anniversary of Alexander Hamilton's birth, LIFE reviews his youth and historic deeds.



HAMILTON AT YORKTOWN

Big start for '57

Amid popping corks, tooting horns, lavish display and quiet but lively conversation, the U.S. happily ushers in '57 at the end of a prosperous '56.



NEW YEAR'S REVELERS

22

74

106

50

84

125

COVER

Damsels of Dogpatch dance a fast-footed Sadie Hawkins Day ballet in the Broadway musical hit "Li'l Abner" (see pp. 74-83)

THE WEEK'S EVENTS

The new Poland achieves some liberties.
Photographed for LIFE by Lisa Larsen
A major challenge for a new Congress
Death in the faces of Mont Blanc climbers
The state of Rhode Island in a state of suspense
A Look at the World's Week

EDITORIALS

Khrushchev's sharpened dilemma
Who stopped the Suez invasion?

HISTORY

Bicentennial for a Founding Father: U.S. marks birthday of Alexander Hamilton

THE LAW

The case of the kindly doctor: a murder charge against a prosperous medical man has the elements of a notable British trial

PICTORIAL ESSAY

Li'l Abner—Broadway and Dogpatch: a new Broadway musical sets Li'l Abner's exploits to music and Al Capp does a special word-and-picture biography of the famous cartoon character he created

ARTICLE

The tools psychologists invented: tests and experiments show how we really see and hear, how to learn efficiently, and how heredity affects intelligence; Part II in LIFE's series. By Ernest Havemann

FASHION

Couturier gives a French flavor to U.S. beaches—in color

ANIMALS

The first gorilla ever born in captivity is doing fine in the Columbus, Ohio zoo

SPORTS

Rugged way to be a skier: training on unlikely practice sites toughens University of Denver's team
The new middleweight champion: Gene Fullmer roughs up Sugar Ray and has some family fun

ART

Pennsylvania primitive; a small-town sculptor doubles in hooked-rug making

MOVIES

Wild West out East: fight and fury fill Japanese film, "The Magnificent Seven"

PARTIES

Super send-off for '57: a prosperous U.S. welcomes the New Year with raucous, lavish and elegant parties

OTHER DEPARTMENTS

Speaking of Pictures: a show of twisty tricks with trees
Letters to the Editors

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HAT BY JOHN-FREDERICK

because *you* are the very air he breathes...

Aren't you glad you're a girl? Isn't it a *fabulous* feeling...to know he'd rather be close to *you* than anyone else in the wide, wide world? Don't let anything mar this moment. Double check your charm every day with VETO...the deodorant that drives away odor...dries away perspiration worries. (Remember, if you're nice-to-be-next-to... next to *nothing* is impossible!)

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Spray



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or Mist



One touch of VETO
dries away perspiration worries!

This One



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TWO AMERICAN CAPITALISTS TALK THINGS OVER

In our dynamic system of People's Capitalism, nearly everyone's a capitalist, sharing in America's ever-increasing productivity

Are these two American capitalists talking discount rates and inventory turnover? Not on your life! They're more likely to talk about baseball or politics or last night's prize fight.

But, under this new economic system we have in America today—under People's Capitalism—they are just as truly capitalists as anybody you can find on Wall Street.

They own stock. They own life insurance. Their union has a pension fund. In each case their money is invested in American business. So, you see, the wage earner supplies the capital that creates his own job. This system needs a new name—because it's not old-fashioned capitalism. Its new name is *People's Capitalism*, because the people own it.

Almost 9,000,000 men and women, in all walks of life, in all parts of the country, own stock in American business.

103,000,000 people own life insurance, a good part of which is invested in stocks and bonds. In addition, savings accounts and pension funds are invested in industry.

American Can Company itself is a good example of People's Capitalism. The capital for Canco's research, for Canco's production of modern containers is provided by 48,000 stockholders. Many of them are employees of Canco, sharing directly in the profits resulting from their own work.

It's this "working for yourself" spirit that makes People's Capitalism grow faster, stronger—produce more for everybody than does any other system the world has ever seen.

AMERICAN CAN COMPANY



BROADWAY STAR

AT YOUR LOCAL STORES!

This gigantic Scripto Service Station spectacular tops the crossroads of the world, Times Square, New York.

The Scripto Service Station at your local store brings you the world's top-selling pens and pencils, from 29¢ to \$1.69... ball pen and "Liquid Lead" refills... leads and erasers... the tops in smooth, swift, effortless writing at any price!

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Shoppers!

Make

SMASHING

Savings

SALE \$1⁵⁷ EA.

STURDY TWEED RUGS

SAVE 41¢ Take 'em home for every room. You can't afford to miss this bargain. Cut pile tweed rugs of viscose and acetate. Latex back; fringed ends. 25" x 37". Gold, Aqua, Red, Green, Pink, Grey. Reg. \$1.98 each.

10 DAYS ONLY

Wednesday, January 9th, through Saturday, January 19th

on these eleven outstanding values

WOOLWORTH'S

January

SUPER-SALE

*Better hurry —
they'll go like magic*

...and all through January — storewide savings during Woolworth's month-long

97¢

SALE

SALE

97¢ COMPLETE

CAFE CURTAINS & VALANCE

SAVE 52¢ Brighten up the house with the newest curtain fashion at a great savings! Smooth cotton broadcloth. 50" over-all width x 36" length. Valance 70" x 8" included. Latest designs. Red, Pink, Gold. Regularly \$1.49 pair.

Listen
To
The

WOOLWORTH HOUR

Every Sunday afternoon Percy Faith, his Orchestra and Chorus, with outstanding guest stars, broadcasting "The Best in Music" for full hour, live from New York, over the CBS Radio network.



SALE \$1.47 EA.

BEAUTIFUL 14" BOUDOIR LAMPS

SAVE 51¢ Amazing lamp value. Get them for every bedroom. Lamps with matching shades. White glass or gleaming brass color base. Regularly \$1.98 each.



SALE 2 FOR 97¢ Plus tax

FABULOUS COSTUME JEWELRY

SAVE 21¢ Smashing value in jewelry for every occasion! Top-fashion necklaces, bracelets, earrings, brooches. Sparkling simulated jewels, rhinestones, gold color, silvery metals. These'll go fast, so don't wait! Reg. 59¢ ea.

SALE

97¢ PR.

DOUBLE RUFFLE DACRON CURTAINS

SAVE 52¢ Imagine Dacron at this low, low price! Dress up your windows with tier curtains. 60" over-all width x 36" length. Lovely fresh colors: White, Yellow, Pink or Green. Regularly \$1.49 pair.



SALE 2 FOR 77¢

LARGE SILK AND RAYON SCARVES

SAVE 35% Get armfuls! It's your chance to own imported silk scarves without paying fabulous prices. Large 33" x 33" size in exciting colors. Gay prints. Regularly 59¢ each.



SALE

2 PR. FOR 87¢

FIRST QUALITY NYLONS

SAVE 31¢ Buy a supply! Exquisite full-fashioned nylons at a next-to-nothing price. Hurry in, they'll go fast! Newest fashion shades in 51 gauge, 15 denier. Sizes 9 to 10½. Reg. 59¢ pr.



SALE 4 FOR 97¢

LADIES' FAVORITE BRIEFS

SAVE 38% Terrific reduction. Buy dozens! Full-cut acetate briefs; popular year round. With purchase of 4 save 59¢. White only. Sizes 5, 6, 7, 8. Regularly 39¢ pair.

Remember, there's also a storewide

97¢ SALE

going on for the whole month of January! Watch for 97¢ specials at Woolworth's all month long! (The 11 articles shown here are on sale only from Wednesday, Jan. 9th through Saturday, Jan. 19th.)



SALE 3 PR. FOR 87¢

MEN'S NYLON S-T-R-E-T-C-H SOCKS

SAVE 28¢ Buy 'em by the dozen for every man in the house! 100% nylon ribbed socks. One size fits sizes 10 to 13. Navy Blue, Brown, Charcoal, Black or Grey. Reg. 3 pr. for \$1.15.



SALE 17¢ COMPLETE

IMPORTED CHINA CUP AND SAUCER

SAVE 37% At this low price you'll want a dozen of these beautifully delicate, expensive-looking china cups and saucers. Two shapes, three designs. Moss Rose, Violet or Columbia Rose. Reg. 27¢.

F. W. WOOLWORTH CO.

Come up out of the basement, ma'am!



New RCA WHIRLPOOL DRYER freshens your clothes with a built-in sunlamp - saves you 297 hours a year!

5 temperatures to give you the right heat for every fabric!

Clothes lines, heavy with limp wet clothes, need never darken your basement again!

You can save up to 6 hours a week with this new RCA WHIRLPOOL dryer—and you'll get perfect drying! Ultra-Violet rays keep drying air fresh and sweet, without sun-fading. There's a built-in "sun"—plus a built-in breeze—right at your fingertips! And all fabrics are safe with five

different heats, from room temperature up to 195°.

Best of all, gentle tumbling fluffs your clothes—towels come out 34% fluffier, everything you dry is easier to iron. See your RCA WHIRLPOOL dealer this week.

Now all-porcelain white or new Matchmaker colors—green, yellow, pink. Matching 2-speed washer.



Whirlpool

Whirlpool-Seeger Corporation, St. Joseph, Michigan.
(Use of trademark ® and RCA authorized by trademark owner, Radio Corporation of America.)

Blue Ultra-Violet lamp gets clothes sunshine fresh



Sensible new approach to weight control

You eat the foods you like

Cut down instead
of cutting out

Sugar is a basic element in this modern concept for these important reasons:

1. *Sugar helps to keep your appetite satisfied on less food.*
2. *By making your diet interesting, sugar can help you to stay on it.*
3. *Ounce for ounce, no other food supplies energy so fast, with so few calories. So sugar helps overcome a lack of energy while you are dieting.*

Recent findings about dieting are confirming what a lot of people, all the way along, have thought was just good common sense.

Don't turn your normal eating habits upside down, say these findings. Don't involve yourself in bizarre, "wonder" diets that are in conflict with sound nutritional principles.

Go ahead and eat the good things you have been accustomed to having on your table. Cut the portions down, but don't cut them out.

This is especially reassuring to those people who have been wanting to lose weight but who have been suspicious of the artificial "fads" which, these days, come at them from all directions.

For example, now it is known there isn't a basic dieting reason in the world why any normal, healthy person should have to use artificial, imitation sweeteners instead of the natural sweetener, sugar.

Sugar Now the Big News in Dieting

But far more important than that, scientists now recognize that sugar can be of positive help to you in actually taking off weight.

At first blush, this may strike you as incongruous, particularly if you have been exposed to many of the weird, "one-sided" diets that have been springing up lately.

However, the truth is that there are fundamental scientific reasons establishing not only the importance of sugar in the daily diet, but also the "how's" and "why's" of its effectiveness in controlling weight.

It's a scientific fact, for instance, that sugar satisfies the appetite faster than any other food. *Your own experience will tell you that if you eat or drink something that contains sugar shortly be-*

fore a meal, it is much easier to be satisfied with less food. Thus, sugar makes it possible for you to experience a fuller satisfaction from smaller portions than you might from a much larger meal which contained no sugar.

Sugar Helps Control Weight Naturally

Of course, no dieting program is any good unless you stay on it long enough for it to be effective. One of the big troubles is that people become bored with dieting and stop before they should.

So here is another area in which sugar has been demonstrated to be of real assistance . . . Sugar, and foods and beverages made with sugar, are generally "interesting" to the taste. They help you to stay interested in your weight-control program. And remember, if you use sugar in a balanced diet, you can keep right on eating the same foods that you like and have eaten all your life.

Another reason you often hear from people who haven't been able to make a diet "stick" is the fact that they get tired too easily—lack energy and the zest for living. This is where sugar really shines. It's the quickest source of food energy there is.

Out of the 1400 to 1800 calories a day your reducing diet will probably permit, a teaspoonful of sugar represents only 18. Even 10 teaspoonfuls will only be 180 calories. And yet, that sugar will be converted into energy by your body faster than any other food you eat.

Three-Year Test Confirms New Findings

Sugar can help you eat less, make it more pleasure for you to do it and give you energy while you need it. In a nutshell, this is why the modern

trend in diet thinking by knowing people is toward a natural way to lose weight by using sugar to help cut down.

Proof of it all comes from a leading University in cooperation with the dietary department of one of America's foremost teaching hospitals. In a study of the dietary experiences of more than 300 overweight people, they found that people who gave up sugar entirely and used artificial sweeteners lost no more weight than those who used sugar regularly in their diets.

Which may seem like a stand-off except for one important thing—most of the people who tried the artificial sweeteners just couldn't learn to like them even after three years of use.

We really don't have to remind you . . . you like sugar. But isn't it nice to know, from the scientists, that you haven't been wrong about it!

"THE SCIENTIFIC NIBBLE"

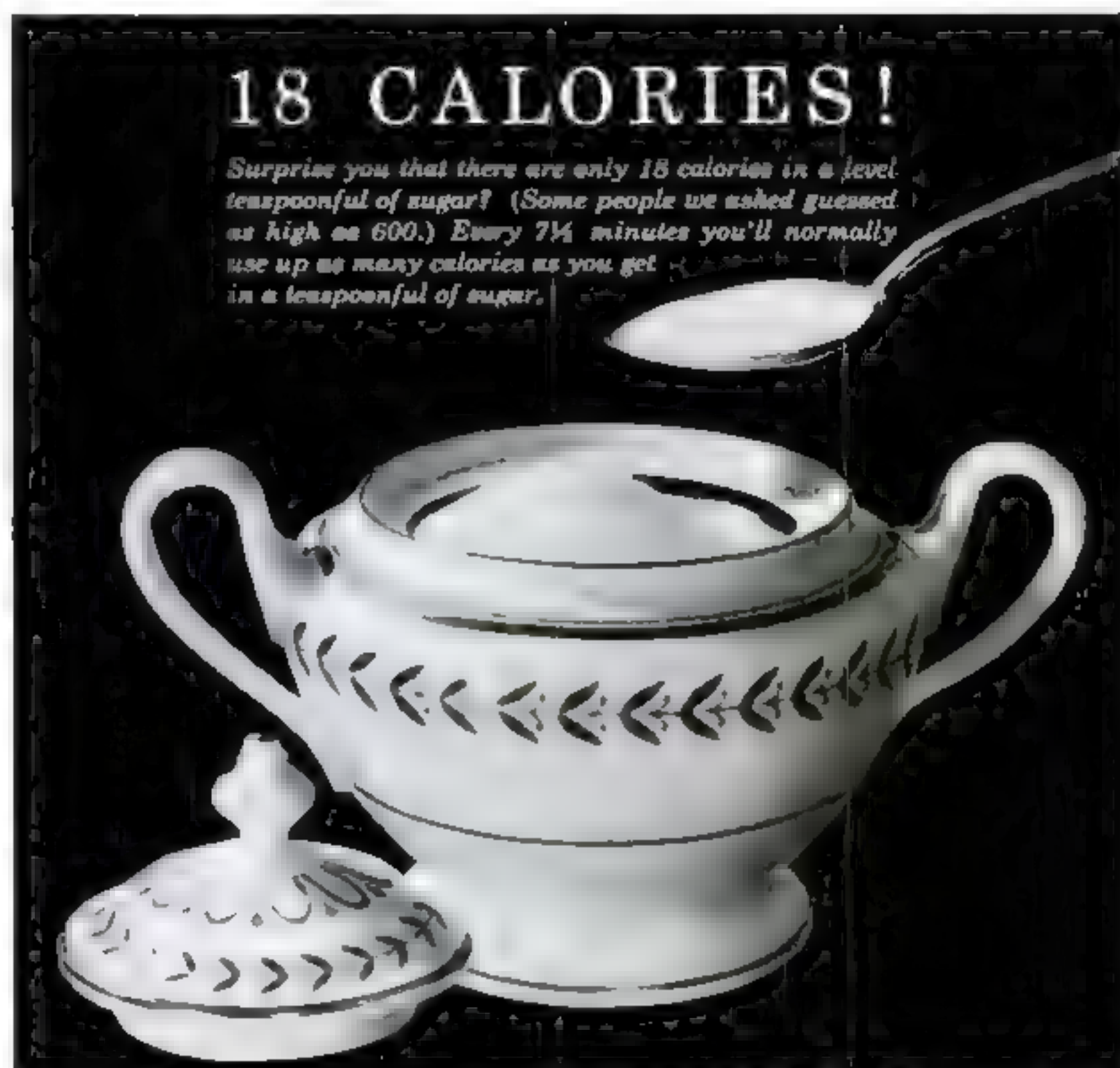
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If you plan to lose weight, first consult your physician. Meanwhile, send for this actual dieting program based on the sensible new approach to weight control. Complete menus for every day of the week. Valuable nutritional and dieting information. Your copy will be sent to you free of cost. Address: Sugar Information, Inc., New York 5, New York.

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All statements in this message apply to both cane and beet sugar.





TIRED BACK, TIRED ALL OVER... When you wake up with a tired, aching back—you are just not rested! *All day* you pay the penalty of being a little tired to start with.



RESTED BACK, RESTED ALL OVER. and what a difference! You almost *like* getting out of bed. You're bright, alert...start the day with that "top of the world" feeling.



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port. It will rest your back with
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vigorating new comfort...a feeling
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awake.

The reason is Serta-Posture's
levelizing layer—an extra network
between the heavy innersprings
and the upholstery. It reinforces
spring action, gives you uniform

head-to-toe support and extra
firmness.

In repeating this annual Serta-
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same value* as last year...yet you
still pay *last year's* value-loaded
price of *only* \$39.95. We invite you
to compare it with mattresses
carrying much higher price tags.

Compare it for firmness. Compare
the costly heavy-grade coverings,
the crush-proof borders. You'll
agree this is a truly unusual once-
a-year sale...and worth taking
advantage of *right now!*

Manufactured by SERTA ASSOCIATES, INC. Executive Offices, 666 N. Lake Shore Dr., Chicago 11, Ill.
Serta Associates, Inc., 44 Leading Mattress Manufacturer Members in the U.S.A., Hawaii and Canada.

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important!



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leaves mouth and throat
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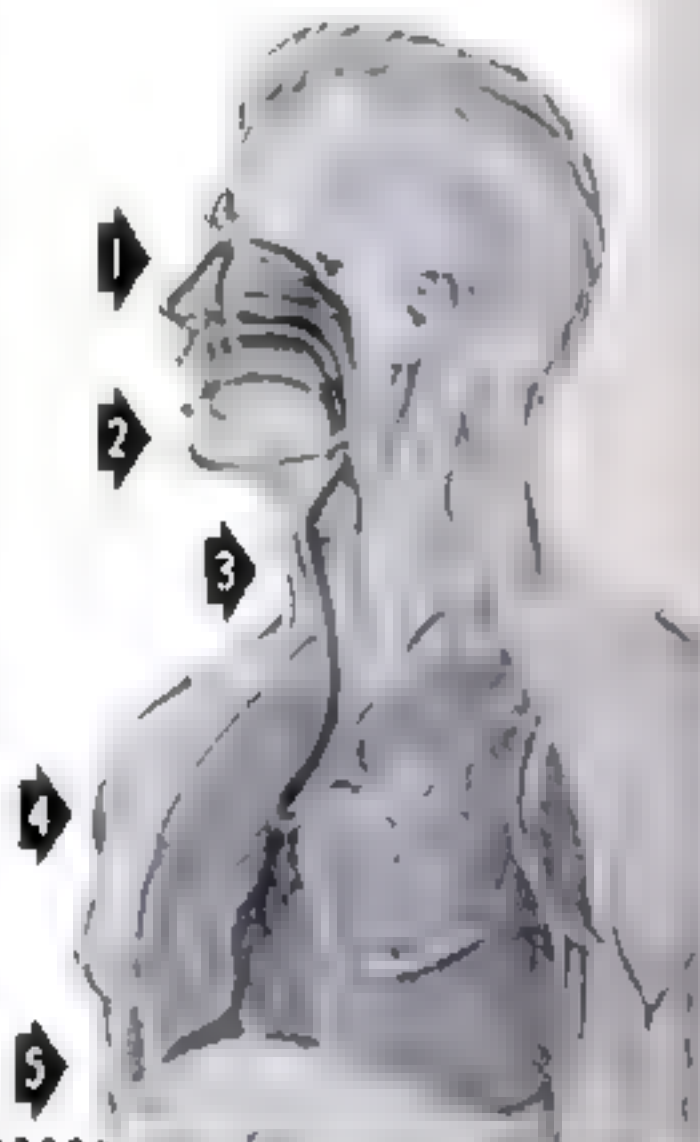
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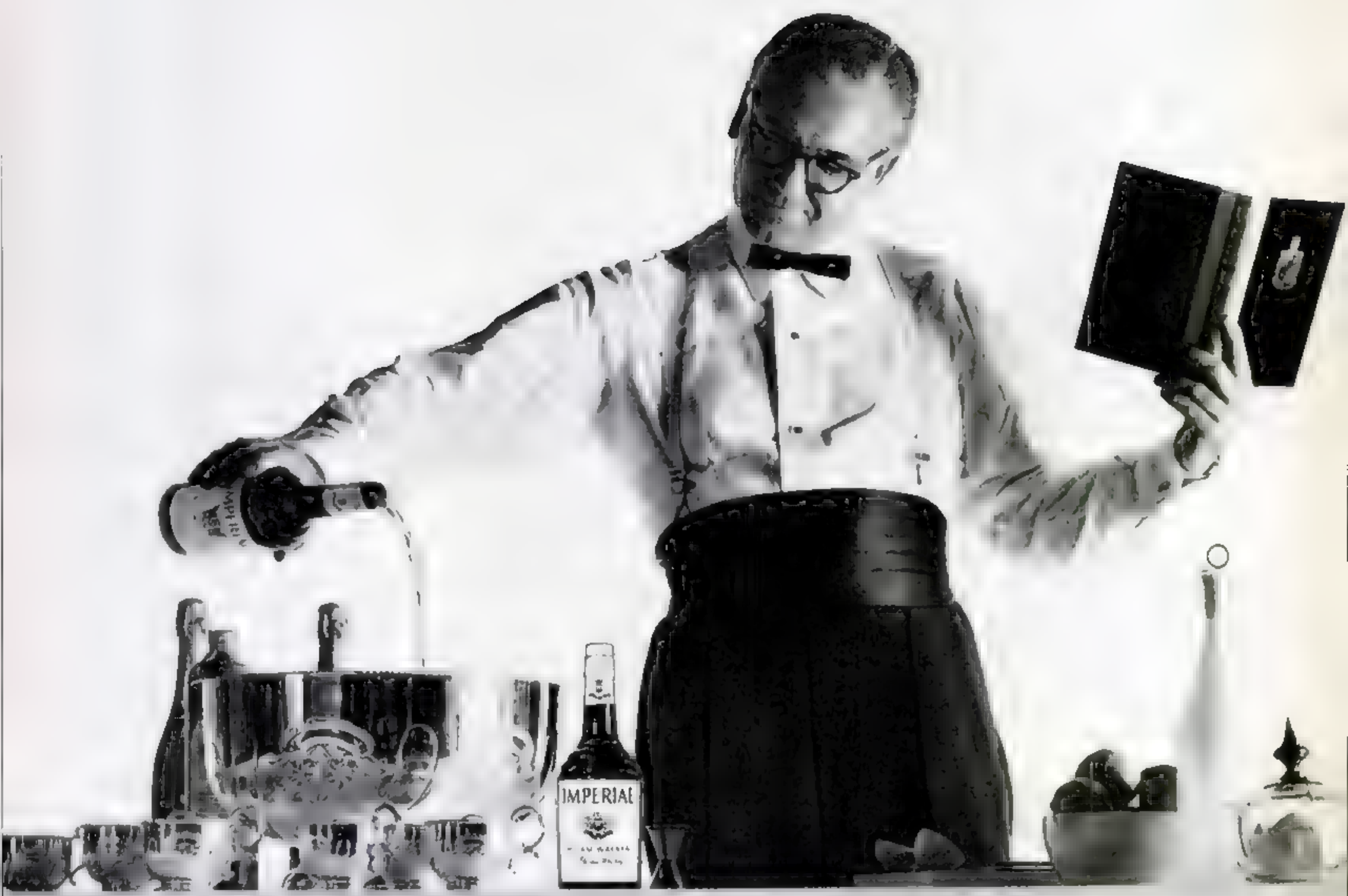


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SPEAKING OF PICTURES



A CYLINDRICAL LATTICE, CREATED BY CROSS-GRAFTING SIX SYCAMORES PLANTED IN A CIRCLE, FORMS A

Show of Twisty Tricks

The thousands of motorists who daily whiz along Route 17, six miles north of Santa Cruz, Calif., hardly ever notice a cluster of plain signs marked "Tree Circus." As a result, they miss seeing a display of tree culture which beats anything in the gardens of Versailles.

The display belongs to Axel Erlandson, a tired bean farmer and self-taught horticulturalist, whose hobby is twisting and grafting trees into fantastic forms. He got the idea years ago when he noticed how trees sometimes grow together accidentally to form interesting shapes.

LIVING LADDER which supports Erlandson was formed by eucalypti with limbs cross grafted into rungs.



NATURAL JUNGLE-GYM FOR ERLANDSON'S KITTENS

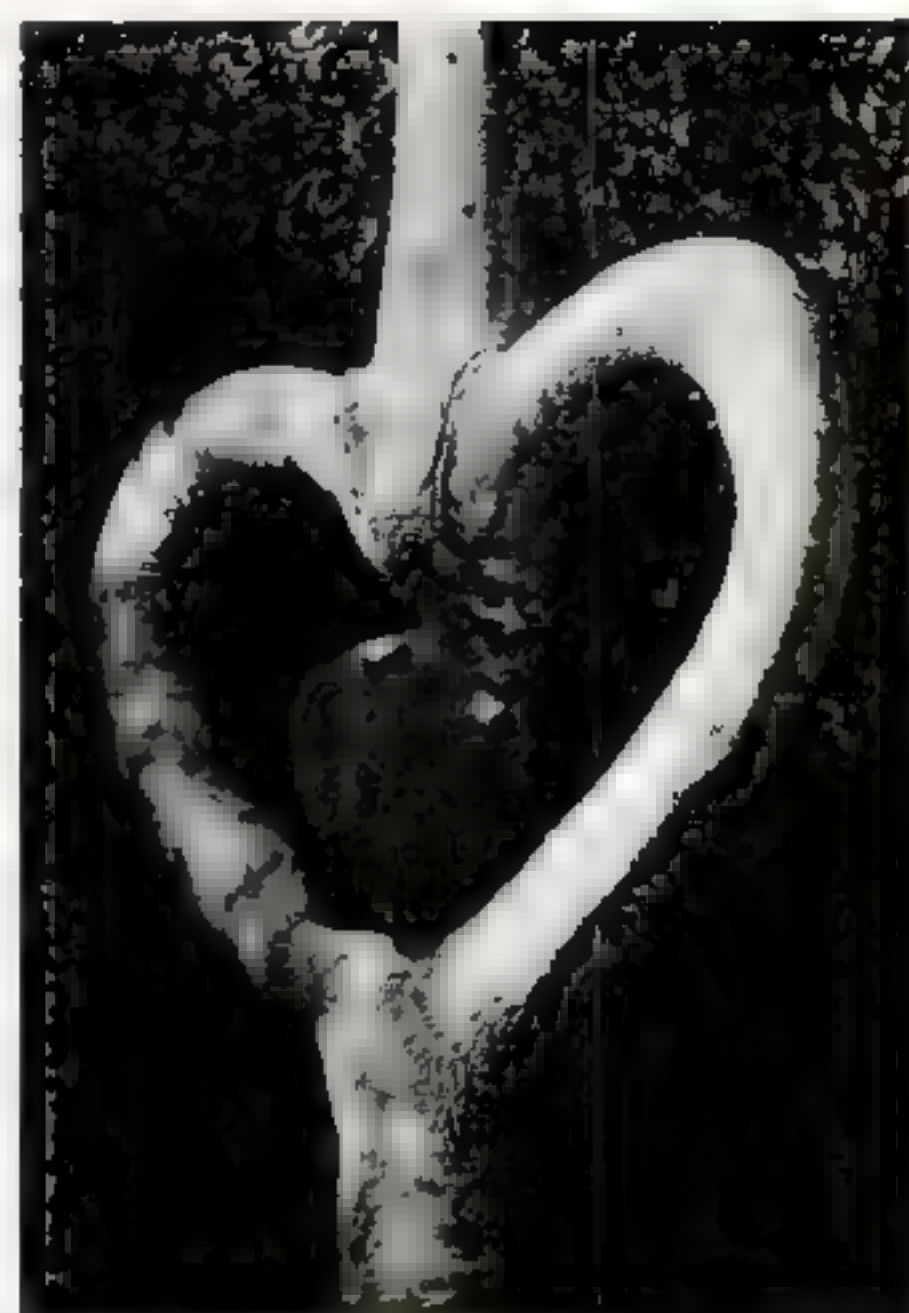
with Trees

Erlandson's only tools are penknife and tape for grafting, nailing wire and wood frames to guide the trees' growth, and plenty of patience. The trees that he twists must be corseted up to seven years and often braced for several years more before they can stand unsupported.

TWIN PRETZELS of 28-year-old sycamore trunk. Friends of as the amasters to a zigzagging poplar.



DOUBLE CORKSCREWS in box elder are hand-aged by Erlandson after he removed bracing wire.



LOVER'S HEART was made by splitting cedar trunk and grating both parts together upside down.



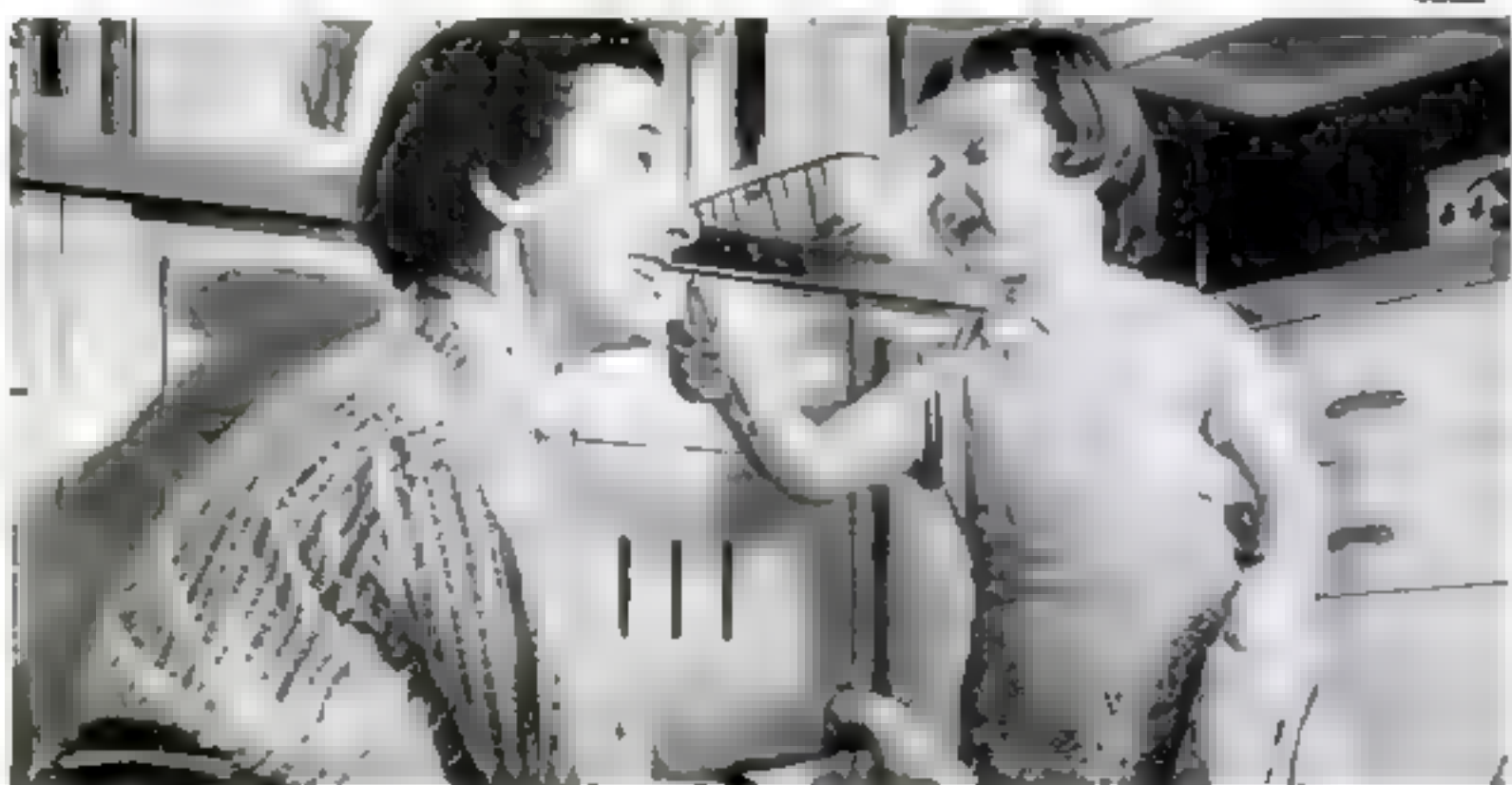
BACKACHE? CATCHING COLD? HEADACHE? HOUSEWORK FATIGUE?



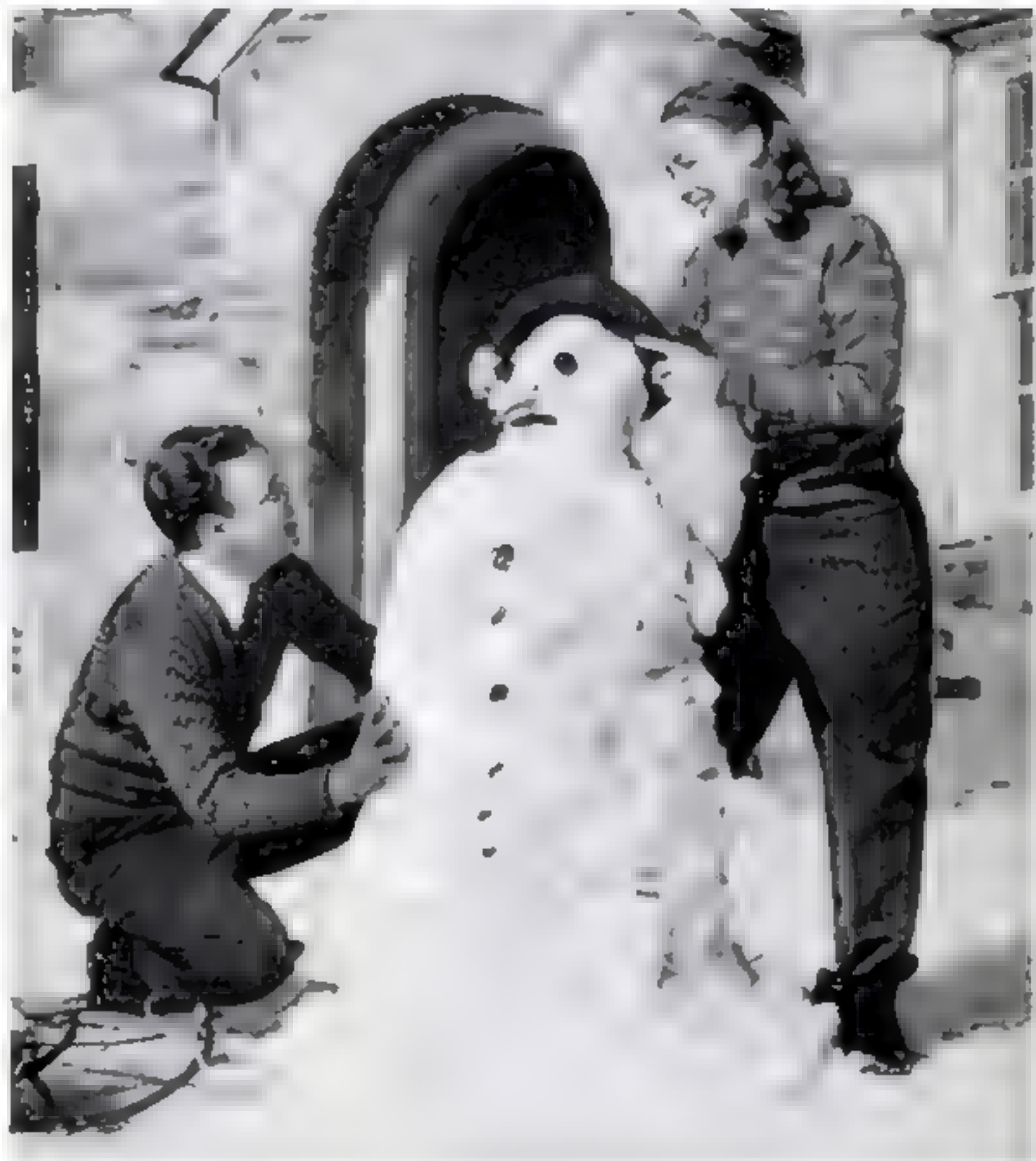
BACKACHE? FEEL BETTER FAST—Almost any kind of exertion, whether it's fencing or fence-mending, may cause an irritating backache. If this happens to you, remember that Bayer Aspirin will bring the *fast* relief you want... the *safe* relief you need. And it relieves neuritic and neuralgic pains quickly and gently, too!



HEADACHE? FEEL BETTER FAST—Grandpa didn't let a headache spoil his fun. Bayer Aspirin gave him *fast* relief! To see one reason why, drop a Bayer Aspirin tablet in a glass of water. It starts to disintegrate *instantly*. The same thing happens in your stomach. Thus, Bayer Aspirin works with amazing speed!



HOUSEWORK FATIGUE? FEEL BETTER FAST—Even with help like this, you can still feel headachy and irritable after a busy day of housework. So take Bayer Aspirin to relieve your headache... sit down for a few minutes... put your feet up... and *relax*! You'll feel better *fast*—ready for a pleasant evening with your husband.



CATCHING COLD? FEEL BETTER FAST—The snow man can't catch cold, but you can if you don't dress warmly! When a cold does come, take two Bayer Aspirin tablets. Bayer Aspirin works with amazing speed to relieve painful cold discomforts and reduce fever. And for the youngsters—get *flavored*, Children's Size Bayer Aspirin!

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LETTERS TO THE EDITORS

SPECIAL ISSUE: THE AMERICAN WOMAN

Sirs:

Your special issue, "The American Woman" (LIFE, Dec. 24), was truly valuable. I read it from cover to cover feeling as if each article was written especially for me.

ATHENA REMEKA

Cambridge, Mass.

Sirs:

Thank you for the wonderful Christmas gift. I don't know of anything I have enjoyed so much.

Mrs. H. J. HERTZ

Oceanside, N.Y.

Sirs:

The females portrayed by you are perhaps interesting in some cases. Many are lovely to look at. But they are no more representative of American women than the Cadillac is representative of the American automobile.

PAUL F. PIERCE

Waterville, N.Y.

Sirs:

Women! Bah! With the world situation being as it is, Suez Canal, England and France on the verge of bankruptcy and great decisions in the making . . . you clutter up 172 pages of LIFE with women.

J. ROSENBERGER

New York, N.Y.

Sirs:

All through your articles on the American woman ran the mournful refrain "but she is discontented." In no case was one of the leading causes of her discontent mentioned. It is newspaper and magazine articles. It is impossible to pick up a paper without seeing articles telling us that we are aggressive, unwomanly, discontented and selfish. If the American woman stays home and keeps house she is accused of being dully dull. If she succeeds in the double duty of working woman-housewife, she is accused of neglecting her home and family. If she foregoes family life for a career she is accused of being unwomanly, frustrated and downright greedy.

VIVIAN M. MEYER

Dover, N.J.

PIONEER PAST

Sirs:

I've just read the first article I've seen in years which dealt with the problem (so called) of women in the modern world and did not leave me asking a dozen baffled questions. It is the one by Margaret Mead ("She Has Strength Based on a Pioneer Past," LIFE, Dec. 24) whose coherent, well-integrated thinking is, indeed, an achievement.

NANCY FINCH

Lake Elmo, Minn.

20-YEAR-OLDS' IDEAL

Sirs:

As a single man of average appearance, I was gratified to learn that only 1% of the 20-year-old girls polled by the National Field Service ("20-Year-Olds' Ideal," LIFE, Dec. 24) demand handsome husbands with sex appeal. But why is the list of public figures mentioned as good husband prototypes so heavily weighted with

glamor boys. I've always felt that most girls were confused and muddled thinkers. This confirms it.

MORTON I. MOSKOWITZ

New York, N.Y.

CHANGING ROLES IN MODERN MARRIAGE

Sirs:

Congratulations on the article, "Changing Roles in Modern Marriage" (LIFE, Dec. 24). It illuminates the heart of the matter. Having once had a strong feeling that my intellect and college education were being wasted in the daily churn of household chores, I now find that each day's experience with my children, my husband and my friends can have true meaning and significance. This necessitates a change in reading habits, so that one's free time can be spent in learning rather than escaping. It also requires the woman's quiet guidance and direction of the family's hours together. Most of all must come a reaffirmation of one's faith in God. The results can be magnificently rewarding.

BARBARA S. CRAWFORD

Erie, Pa.

Sirs:

It has been for me the most inspiring and illuminating article on the society in which we live. Most of all I want my boys and girls to read it. They will be better prepared to evaluate other youngsters and future mates after reading that fine article.

MAY FARNSWORTH

Huntington, N.Y.

HEADLINERS

Sirs:

The photograph incorrectly presented as me ("Headliners: Do You Know Their Names?" LIFE, Dec. 24) has given us many laughs. At least 15 or 20 people phoned to know if I'd had my nose rearranged. You did choose a very good-looking woman. Who is the lovely lady?

CARMEL SNOW

New York, N.Y.



● The headliner LIFE identified as Carmel Snow is Mrs. Gilbert W. Chapman, former president of the Arts Club of Chicago. At left above is Mrs. Snow, editor of *Harper's Bazaar*.—ED.

EDITORIAL

Sirs:

Your editorial, "Woman, Love and God" (LIFE, Dec. 24), bespeaks the inspired masterpiece. It should be reproduced appropriately in print, as the classic it is, and made available to every American family for reading and meditation from time to time.

GEORGE K. WHITESIDE

Woodbridge, Conn.

Sirs:

God bless you for the finest editorial I have ever read.

EILEEN O'HAYER

Chicago, Ill.

Sirs:

Bravo for a wonderful and beautiful editorial.

MRS. DOROTHEA TERWILLIGER

Freeport, N.Y.

Sirs:

Your editorial is an affront to anyone with a biblically oriented theology outside of the Roman system.

ALTON H. WEDGE

Tacoma, Wash.

Sirs:

God's truth flowed from your pen in that article.

ROBERT R. LAW

Scotia, N.Y.

Sirs:

Could it be that modern marriage, unsatisfactory as it seems to be, is in the process of evolution? For

generations women have "put up with" bad marriages; they have had no alternative. But suddenly woman has an "out." She wants marriage, a husband and family, but she wants it to be good.

Is it so important whether a woman works inside the home or out? If both parties understand and live by your editorial, "Woman, Love and God," both loving each other unselfishly, marriage will be what it should be, the closest thing to heaven on earth.

ALICE W. MOLFORD

Bridgeton, N.J.

AMERICAN LADIES THE ARTISTS PAINTED

Sirs:

I would like to tell you how much I enjoyed the portraits in "American Ladies the Artists Painted" (LIFE, Dec. 24).

But I want to call to your attention that William Glackens' wife was Edith Dimock Glackens (not Helen as the caption states). She was a gifted artist, and a memorial exhibition of her watercolors was held at the Hartford Athenaeum last July.

ANN S. PRATT

New York, N.Y.

TOUGH TRAINING GROUND

Sirs:

Those Bryn Mawr women! They're the kind of girls you give chess sets to for Christmas ("Tough Training Ground for Women's Minds," LIFE, Dec. 24). It seems that their training is misdirected somewhere when one student studies on her date. Dates are far going out with, not for studying with.

REGINA O'CONNELL

Los Angeles, Calif.

WOMEN ARE MISGUIDED

Sirs:

Thank God for those charming, loving, wisely human women like Cornelia Ous Skinner ("Women Are Misguided," LIFE, Dec. 24) who make a person feel that the situation is not, after all, hopeless.

MARTIN J. BREEN

Washington, D.C.

WOMEN ARE WONDERFUL

Sirs:

I am a member of the male sex and, like Miss McGinley, am also fond of women. I find interesting, informed women very entertaining. Evidently Miss McGinley ("Women Are Wonderful," LIFE, Dec. 24) does not feel the same way about interesting, informed men. I also know quite a few men who are very well informed on topics such as baby-sitting and, if there is nothing better to talk about, can give out with quite a discourse on the subject.

JESS JOHNSON

Lewistown, Mont.

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SEEKING SUPPORT, WLADYSLAW GOMULKA (IN FELT HAT), THE FIRST SECRETARY OF POLAND'S COMMUNIST PARTY AND NOW A NATIONAL HERO, TALKS OF

BOTH DEDICATED, A COMMUNIST IS PATRIOTIC AND A MAN OF THE NEW POLAND ACHIEVES SOME

In the wintry streets and public places of Warsaw last week two men of opposed philosophies were working together in mutual toleration toward the common aim of keeping a restive nation quiet. One of them was tough Wladyslaw Gomulka, a dedicated Communist and somewhat to Moscow's discomfort, Poland's political leader. The other was Poland's spiritual leader, Stefan Cardinal Wyszynski, primate of the Catholic Church, released from Communist imprisonment by the 11-week-old Gomulka regime. Working among their followers, politician and priest warned the edgy Polish people

to be patient, to work, to consolidate their new political gains.

These pragmatic counsels were a prelude to a rare event for Poles: general elections on Jan. 20. On that day 18 million voters will elect 459 *sejm* (parliament) members from a slate of 1,000 Communist-selected candidates, most of whom are out-and-out Communists. Hardly free by Western standards, this kind of election at least represents some kind of choice for Poles—and a gesture to freedom.

The Gomulka regime has other accomplishments which the West can applaud while still

reserving judgment. The Gauria has regained its dignity. The secret police has been reformed, with 60% of its personnel fired and replaced. Thousands of Poles have been repatriated by Russia. Gomulka has issued a communique aligning Poland with Tito against Soviet control of internal affairs. Unlike their viceroy neighbors, the Hungarians, the Poles have avoided bloody revolution and brutal repression, but they have also buffaloed the Russians into political concessions which represented a real strategic reversal for Moscow.

The story of Poland since Gomulka took over



POLAND'S NEEDS TO WORKERS AT A COAL MINE

GOD CONCILIATORY LIBERTIES

(LIFE, Nov. 5) has been a momentous one and these pictures record what is going on now. It is a freer Poland than any since 1945, but the government is still a long way from solving the country's catastrophic economic problem. Russia, which at all costs must hang on to Polish real estate—a tenuous link to 22 Red army divisions in East Germany—has offered a \$175 million loan and 1.4 million tons of wheat. But the Polish people still look longingly to the U.S. for help in a situation which led one to tell LIFE's photographer, "We have not enough money to live, and too much to die."



TALKING OF PEACE, Stefan Cardinal Wyszyński, Catholic primate of Poland, tells children that they

must never—as he is demonstrating—raise a fist in anger, but instead always shake hands with love.



TOASTING MINERS. Gomulka raises glass of cherry wine at a miners' luncheon. He deplored low production, heard complaints about low wages, lack of housing and the unsafe mine working conditions.



WITH MINE CHAIRMAN of the local workers' council, Gomulka listens to a sentimental tune wishing him 100 years of life. "Do not sing about 100 years to me," he said, "still better, produce 100%."



BEMEDALED MINER, honored for long service, takes bow after Gomulka (right) said, "A miner is a soldier on the labor front." Gomulka said he would try and raise low mine wage up to national average.



IN SHAW'S "ST. JOAN" IN WARSAW JOAN OF ARC, PLAYED BY NINA ANDRYCZ, WIFE OF POLAND'S PREMIER,

THE VOICES OF POLITICS AND LITERATURE

The Poles openly enjoyed their new liberties. Actress Nina Andrycz, wife of Józef Cyrankiewicz, premier of Poland, marked them by playing Joan in G. B. Shaw's long-shunned *St. Joan* (above) and the Earl's remark to Joan in the play's epilogue—"Madam: my congratulations on your rehabilitation. I feel that I owe you an apology"—nightly brought down the house. Men freely and publicly criticized their govern-

ment, Communism and, most of all, Russians.

But economic chaos threatened. Food production slumped. Coal, Poland's main export, was at a new production low. Gomulka, like a man on a tightrope, gingerly balanced between. He traveled to exhort the miners (left) and kept his fingers crossed, knowing well that if either freedom or finance got out of hand there would soon be some new thoughts in Russia.



CONCILIATORY RUSSIANS are shown at government palace at Warsaw at the signing of agreement affecting Russian troops in Poland. In foreground, left to right, are Gomulka, Premier Cyrankiewicz,

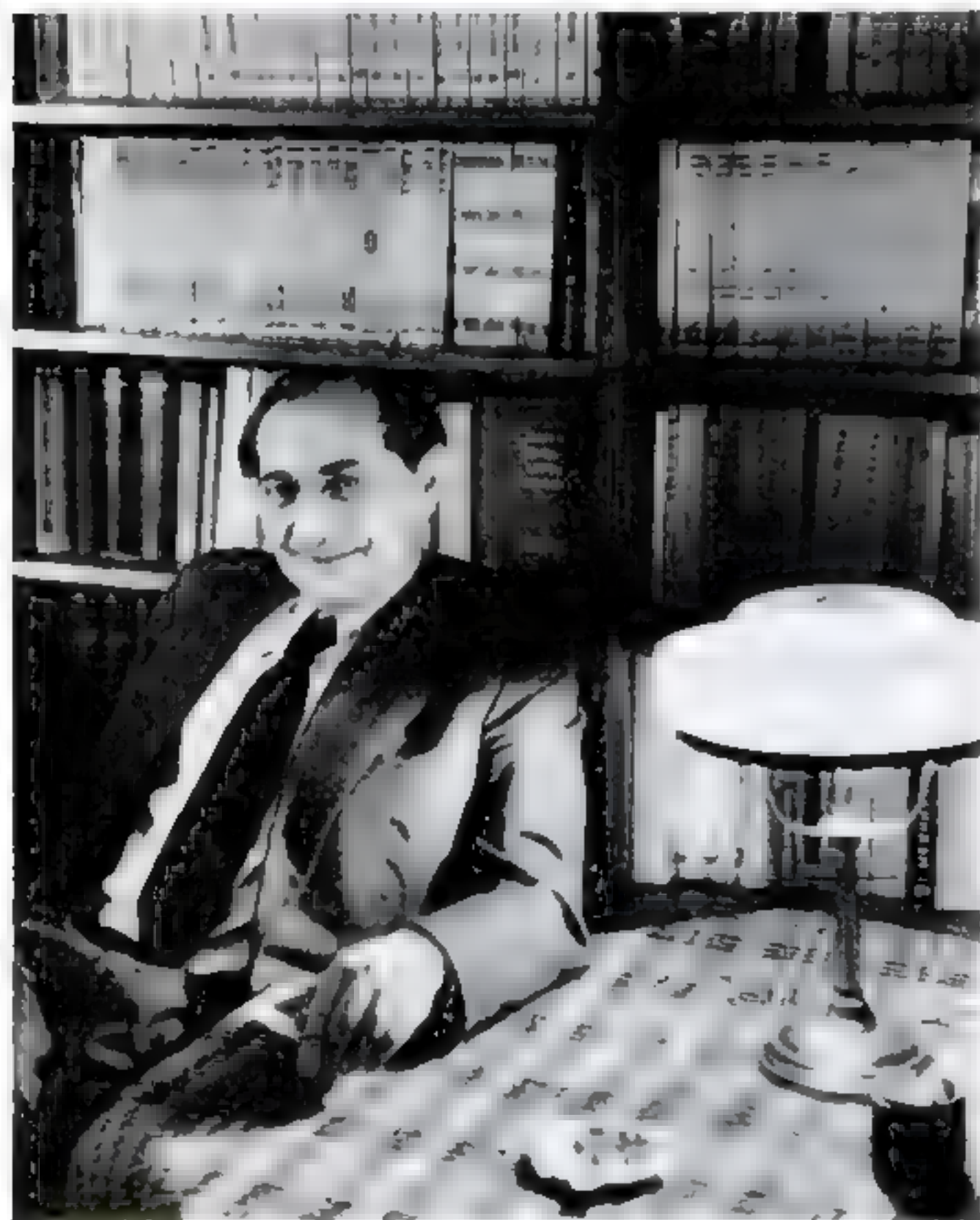
Marshal Zhukov, Russia's Foreign Minister Shepilov (tongue out). Under agreement Russian troops may not leave bases without prior permission from Poles, Russian soldiers are subject to Polish law.



HEARS EARL OF WARWICK (RIGHT) OFFER TO 'REHABILITATE' JOAN'S SPIRIT



POLAND'S PREMIER. Jozef Cyrankiewicz, sits at home on low bed in studio-living room as his actress wife, Nina Andrycz, goes over script for a new play.



ANGRY POET, Communist Adam Wazyk, was first important Polish writer to criticize conditions in Poland under Soviets. In poem called *Poem for Adults* in 1955, he told how "people walk here uncaring in rags, our women soon grow old. . . ." He was attacked by Communist press but remained a party member.



CRITICAL EDITOR is shown at journalists' meeting in Warsaw. He is Elignusz Lasota, of *Po Prostu*, which objected to Communist abuses. Votes were taken on such questions as Should Poland offer asylum to Premier Nagy of Hungary? The journalists voted yes, had one minute of silence honoring Hungarian rebels.

SOME NEW TASTES OF FREEDOM, SOME OLD WANTS UNSATISFIED



A VOICE FOR LABOR, a new development copied from the Yugoslav plan where workers are permitted to vote for members of their own workers' councils is given test at Szanberki, one of the biggest coal mines in Silesia. Most of the men were unfamiliar with voting and made no attempt to keep their ballots secret.



SCHOOL-TAUGHT RELIGION, organized last month, is a separate lesson organized by Church from government. Here Father Wisniewski gives with children in Warsaw elementary school. Under terms of agreement religion teachers will be appointed by state and instruction will be given to any students requesting it.



A LONGING FOR LUXURY lights the faces of women at CHU, Warsaw's biggest state department store, as they crowd around a new shipment of strapless cotton brassieres from East Germany. These imported bras cost 120 zlotys—half an average workman's week's wage. Ordinary bras can be bought for 45 zlotys.



SHOPPING FOR CANDY in Warsaw's children's department store, a woman stops at chocolate counter. Since stores never wrap purchases, she wears bandage for toilet paper rolls. Warsaw also has fancy, privately owned stores where things like British waffles, U.S. cosmetics—usually gifts from abroad—are sold.





FIGHT FOR FURS causes small riot at G.D.F. department store. Women are struggling to get a ticket to buy small package of mouton fur—enough for small jacket, which sells for 1,200 zlotys, a little more than average monthly wage. Store gets only 75 packages a month, and date of shipment's arrival is kept secret.



REPATRIATE FROM SIBERIA, one of the 5,000 who were returned from Russia in December under terms of new agreement, stands grimly in Warsaw station. He spent six years in forced labor camp, three on farms. He lost fingers of his left hand in wood-chopping accident, was then put to work in car factory.



HELP FOR HUNGARIANS from Polish Red Cross is checked by Red Cross officials in Warsaw. Anxious to aid the Hungarian people, sympathetic Poles have been sending their own meager stock of medicines, bandages, clothing and food. Polish industries send flour and sugar and schoolchildren send collected cash.



AS THEY LISTEN TO THE CARDINAL SPEAKING AGAIN, AN OLD WOMAN WEEPS FOR JOY, A YOUNG GIRL IS RAPT AND HER GRANDFATHER SUNK DEEP IN THOUGHT

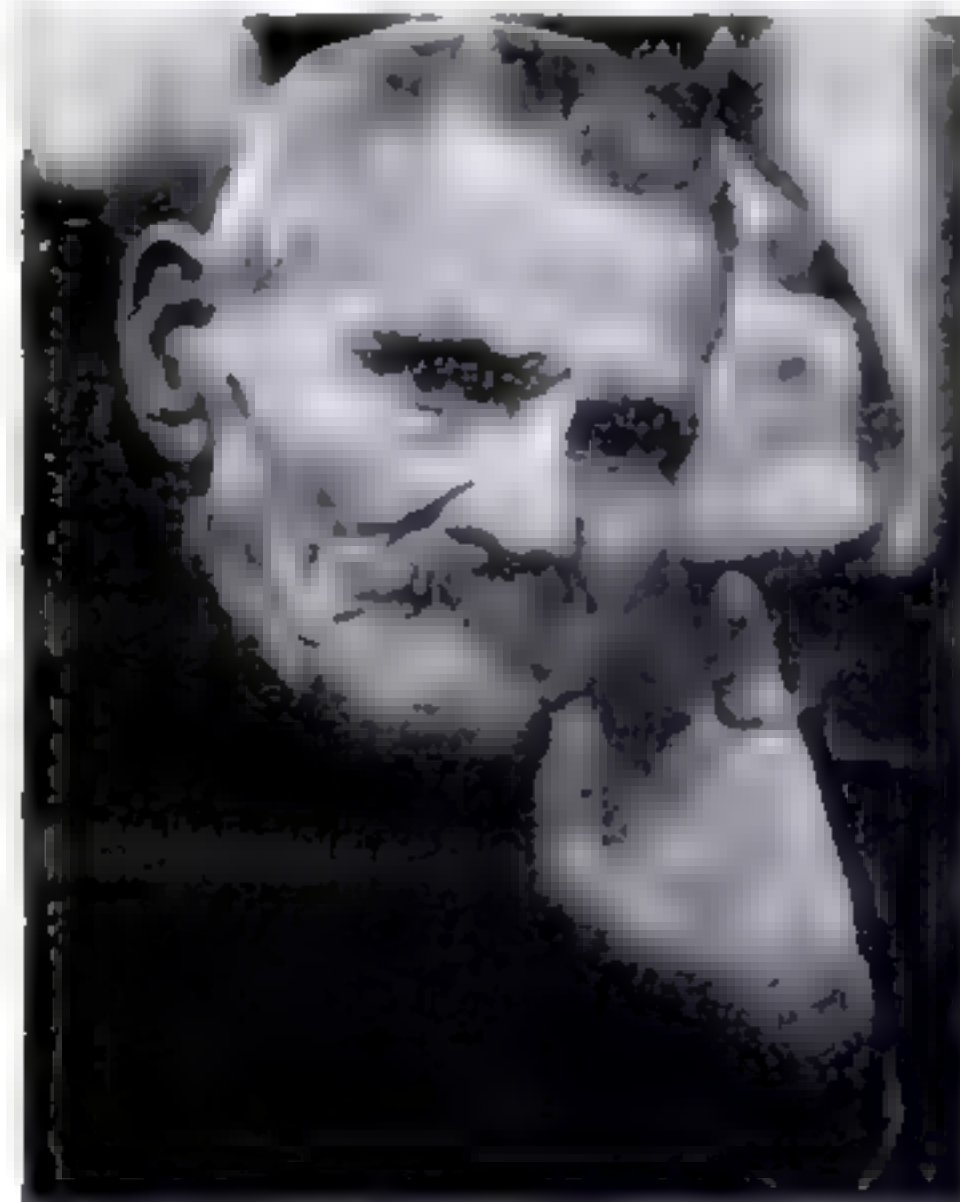
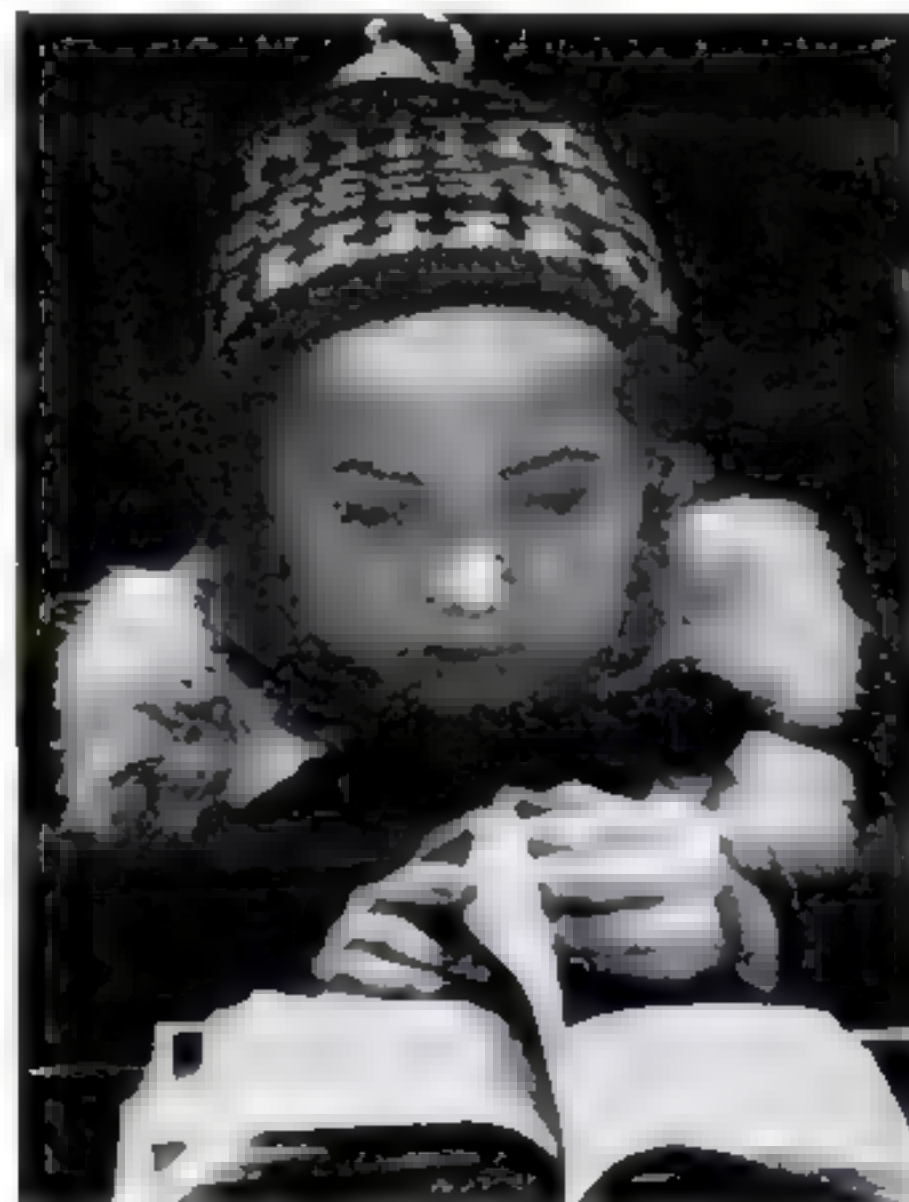


CARDINAL WYSZYNSKI DELIVERS HIS SERMON FROM THE PULPIT OF CROWDED CATHEDRAL IN WARSAW

HOPE FOR THE GODLY IN A LEADER'S RETURN

To the God-fearing people of Poland, the return of Cardinal Wyszyński brought deep relief and a wave of spiritual ecstasy. Gone was the uneasiness that haunted them during his long imprisonment, for the dignity of their Church was now restored. They pressed to touch his robe in the streets and crowded to hear him.

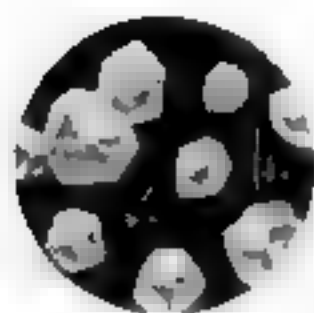
No less moved, the cardinal blessed them as he went from church to church to reassure them. "You will not destroy the Church," he said in his sermon in Warsaw. "You may disperse the sheep, you may liquidate the priests. But Christ is still with us. Sometimes Christ is silent. Sometimes the Church is silent. Sometimes its priests must be silent. I have been silent for three years. But let us not waste time with an assessment of the past. Forgiving everything, the Church has work to do."



A HAPPY OLD LADY SMILES, A LITTLE GIRL PLAYS WITH HER MISSAL AND AN OLD MAN COCKS HAND BEHIND HIS EAR THE BETTER TO HEAR THE CARDINAL

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This is the one that's delicious for drinking because this is the one with Magic Crystals. Only Carnation Instant is freshest, pasteurized nonfat milk in actual tiny crystals... Magic Crystals that burst into fresh milk flavor instantly, even in ice-cold water! Ready to drink. Ready instantly for cereals, cooking, baking—no special recipes needed! Rich in all the protein, calcium and B-vitamins of freshest, whole milk.

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Cooking,
Baking...*

**Saves 1/2 on
Milk Bills**

In Convenient 3-Qt. and
Economical 8-Qt. Sizes



KHRUSHCHEV'S SHARPENED DILEMMA

Nikita Khrushchev, who got 1956 off to a sensational start by dismembering the late Josef Stalin, ended the year trying to put him back together again. At a New Year's Eve party in the Kremlin he told foreign diplomats that Stalin was "a great Marxist," that he was not solely to blame for his errors, and that "when it comes to fighting imperialism [i.e., when it comes to pushing Communism abroad], we are all Stalinists." It sounds at first like another switch in the Communist line, from the controlled relaxation of the past two years to another hard period. But we wonder how Khrushchev can make it stick—and what the official Communist rating of Stalin will be on next New Year's Eve. Or what will be the rating of Khrushchev himself.

Our guess is that Khrushchev will find it a lot easier to rehabilitate Stalin than to rehabilitate himself. There are limits to the falsification of history, and Stalin left an outsize record on his times which means permanent trouble for his pygmy heirs. He represented the utter and ultimate logic of Communism; he was its Robespierre, Fouquier and Napoleon in one; he alone was equal to the gruesome task of controlling the vast empire he enslaved and the political inferno he created. Stalin was Communism's highwater mark, both in theory and (almost certainly) in influence and geography. His bequest of trouble for Russia, of which the Polish and Hungarian revolts are preliminary samples, can be speciously explained by his "great nation chauvinism" or other Marxist deviations; but Khrushchev & Co. will be accountable for the mess until they learn its real lesson. This lesson is that no single Communist is the root of the trouble, but rather the false and cruel view of life called Communism.



When they bury that—and not until then—they will have buried Josef Stalin.

This happy event probably won't take place in 1957, but certain linked developments may bring it closer. Even in rich Russia, the economic failure of Communism is so obvious that the Central

Committee has had to switch planning czars and cut back the investment program, the heart of Communism's claim on the future. The chief reason for this, apart from popular impatience for more consumer goods, is Russia's worsened terms of trade with the satellites, who will no longer stand still to be robbed. And the satellites' growing independence means that the Communist ideology itself is now so "polycentrist" (in Togliatti's phrase) that nobody is any longer in charge, as Stalin was, of the world revolution. Says G. F. Hudson, the British expert on Communist China, writing in *Problems of Communism*, "It is no longer clear who in the Communist camp is giving orders, and who is taking them. . . . There is no one heir to Stalin's empire." For instance, when Khrushchev spoke his kind words for Stalin last week he was actually echoing an earlier correction decreed by Peking. In China, where

Communism is just entering its Stalinist phase, they still need the dead ogre in their business.

Poor Khrushchev! Maybe he really wants to relax. Maybe he would like to fill Russia with consumer goods and surround it with discreet, half-loyal Gomulkas. Maybe he even believes that Communism, like more rational revolutions, is capable of an orderly devolution into something stable and legitimate. But neither Stalin from hell nor Mao Tse-tung from Asia will let him try.

WHO STOPPED THE SUEZ INVASION?

We don't like to argue with fellow journalists, still less with U.S. diplomats, but the facts of recent history ought to be kept straight. Otherwise they become the material of myths, sometimes dangerous. One such fact is the answer to this question: Why did France and Britain agree to the cease-fire in Egypt on Nov. 6, only five days after having vetoed a U.N. resolution to the same effect?

Khrushchev has boasted that he and Bulganin made the difference by their threat to support Nasser with Soviet intervention, possibly with rocket missiles. Douglas Dillon, our ambassador in Paris, gave support to the Russian claim by opining in a CBS interview that the fear of Soviet intervention was France's "main reason" for agreeing to withdraw. He later qualified this opinion. But now comes Columnist Stewart Alsop saying that the Khrushchev-Dillon explanation was "almost certainly" the true one—that the Soviet menace, and not the "moral pressure" of world opinion as expressed through the U.N., saved Nasser's neck.

In Paris and London last month LIFE Correspondent John Osborne made a special inquiry among government sources as to what really happened in those five days. He discovered that as far as Pineau and Mollet were consciously aware, they agreed to the cease-fire for one reason only: Eden absolutely insisted on it. The Soviet threat, the U.S. and U.N. pressure alike were definitely secondary to British insistence in France's motives. Until the very last moment the French argued for 12 to 24 hours

more of fighting in the hope of attaining control of the canal.

As for Eden's motives, one among many was conclusive: he received a concrete threat that the British Commonwealth would be dissolved within a matter of hours—and dissolved permanently—unless the fighting was stopped. India and Ceylon were particularly insistent; Canada only a little less explicitly threatening. (Lester Pearson later stated in the Canadian House of Commons that the Commonwealth had been "on the verge of dissolution.") In addition Eden was influenced by British press and other articulate opinion. So much of it was negative that Eden assumed the country was against him (which later turned out not to be the case). But the Commonwealth was against him from the start and that was his main reason for cutting his political losses by sacrificing his military goals.

There was a Soviet threat, though it didn't last long and was soon checked by Eisenhower's quiet declaration, made to the Kremlin on election day via Ambassador Bohlen, that the U.S. would resist Soviet intervention in the Middle East. And there was the moral pressure of world opinion, as organized and led by the U.S. in the U.N. But these considerations would not have been decisive with Eden had not the moral pressure reached him by way of the Commonwealth. The Commonwealth is held together mainly by its common political ethic. It was this that made the difference and deserves the credit in the history books.



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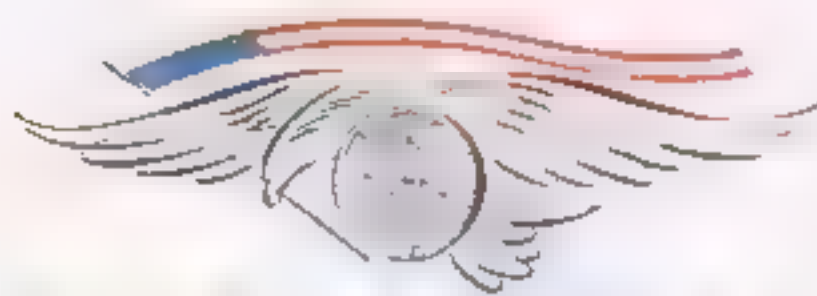
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Boston - Shannon	37	20
New York - Rome	55	30
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*Minimum 10-day stay. **Minimum 14-day stay.



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WITH 6
MEATBALLS

6 yes, 6) tender beefy meatballs with our new thin-strand spaghetti. And sauce - spicy, fragrant Italian-style. Hearty eaters say, "Magnifico!"



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ATTACKING FILIBUSTER, Democrat Clinton Anderson (left), introduces motion to consider revision of Senate rules permitting unlimited debate. On his feet Hubert Humphrey asks recognition to speak for motion. At his desk Paul Douglas studies brief. Debate on the resolution was limited to seven hours.



VICE PRESIDENT Richard Nixon delivers an opinion supporting the anti-filibuster forces. As president of the Senate he held that the right to change Senate rules "may be exercised by a majority of the Senate at any time." Under the rules, however, Vice President's opinion was not binding on Senate.

A MOVE TO RULE OUT FILIBUSTER OVERRULED

The first short, sharp hassle of the 85th Congress came as a coalition of Senators tried to outlaw the filibuster. At issue was Rule XXII, which holds that any motion to limit debate must have a two-thirds vote of the whole Senate. Southern Democrats, who stand prepared to filibuster any civil rights legislation to death, can always prevent such a vote. The coalition pinned its hopes on the argument that Senate rules do not hold over from one session to another and that the Senate can therefore adopt new rules by a simple majority.

To prevent a filibuster about filibusters, Lyndon Johnson artfully maneuvered an agreement with the coalition and the Southern bloc to hold debate to seven hours. Artist Franklin McMahon sketched the scene for *LIFE* as the debate moved to a predictable end—a 55-38 defeat for the anti-filibuster coalition.



FOR RIGHT TO FILIBUSTER, Georgia's Richard Russell says press tried to "intimidate" Senate into changing Rule XXII. Listening are Minority Leader William Knowland (left) and Democratic Majority Leader Johnson. Both voted against the motion, arguing that debate on rules would produce turmoil.





Barry Goldwater at Arizona. In rear are Senators Thomas Kuchel of California, James Murray of Montana and Frank Lausche of Ohio. "The Soviet

Union," the President was saying, "has nothing to fear from the United States in the Middle East, so long as its rulers do not resort to aggression."



PLEASED PRESIDENT acknowledges ovation as he concludes his address. He said new policy did not undercut U.S. support of the United Nations.



THE GREAT GATHER as Democratic Senator Theodore Green, 89, new chairman of Foreign Relations committee, greets Secretary Dulles. At lower left is Chief Justice Earl Warren. From Dulles' right are Treasury Secretary Humphrey

Undersecretary of Defense Robertson, Attorney General Brownell, Postmaster General Summerfield. From top left are GOP Senators Caperton, Thye, Cotton, Ives and Hinder. Across the aisle are Democrats Grayev and Russell.



PROMOTING NEW POLICY. Secretary of State John Foster Dulles meets with House leaders, including Minority Leader Joe Martin (pointing) and

Speaker Sam Rayburn (far right). Later, Dulles appeared before Senate Foreign Relations committee for further detailed discussion of President's policy.



SOLEMN AUDIENCE hears President's speech. In foreground are Supreme Court Justice William Brennan Jr., Senators Frank Church of Idaho and

A MAJOR CHALLENGE FOR THE 85TH CONGRESS



U.S. COMMITMENTS now involve economic or military aid or both to 54 nations and will cost \$3.8 billion in fiscal 1957. Although it supported the

Baghdad Pact, the U.S. did not join. The Middle East was thus a gap in U.S. globe-circling defense commitments, and the new policy will close that gap.

President asks a joint session to back a bold Mideast policy

As the 85th Congress convened last week it came face to face with a momentous issue: underwriting a new U.S. foreign policy. Before this all other arguments receded, including a brief quarrel over whether or not the Senate would revise its outworn rules concerning the right of filibuster (see next page).

The great challenge which Congress had to face was laid down by President Eisenhower, who, in an extraordinary joint session, asked a mandate for his bold new Middle East policy. Though details of the policy had been leaked before his speech, the President spelled them out for Congress and the world.

He wanted, he said, a resolution that would authorize the use of U.S. armed forces "to secure and protect the . . . political independence of [any Middle Eastern nation] requesting such aid, against overt armed aggression from any nation controlled by international Communism." In addition, expanding the network of foreign aid programs to which we are committed (see map), the President requested \$400 million for economic aid to the Middle East.

The resolution would not give the President new powers but would advise the world that his policy had full backing at home. The Eisenhower Doctrine evolves from his firm belief that the best deterrent to aggression is a clear statement of U.S. readiness to oppose it.

His policy, said the President, involves "burdens and indeed risks." The 85th Congress seemed certain to agree they are worthwhile.



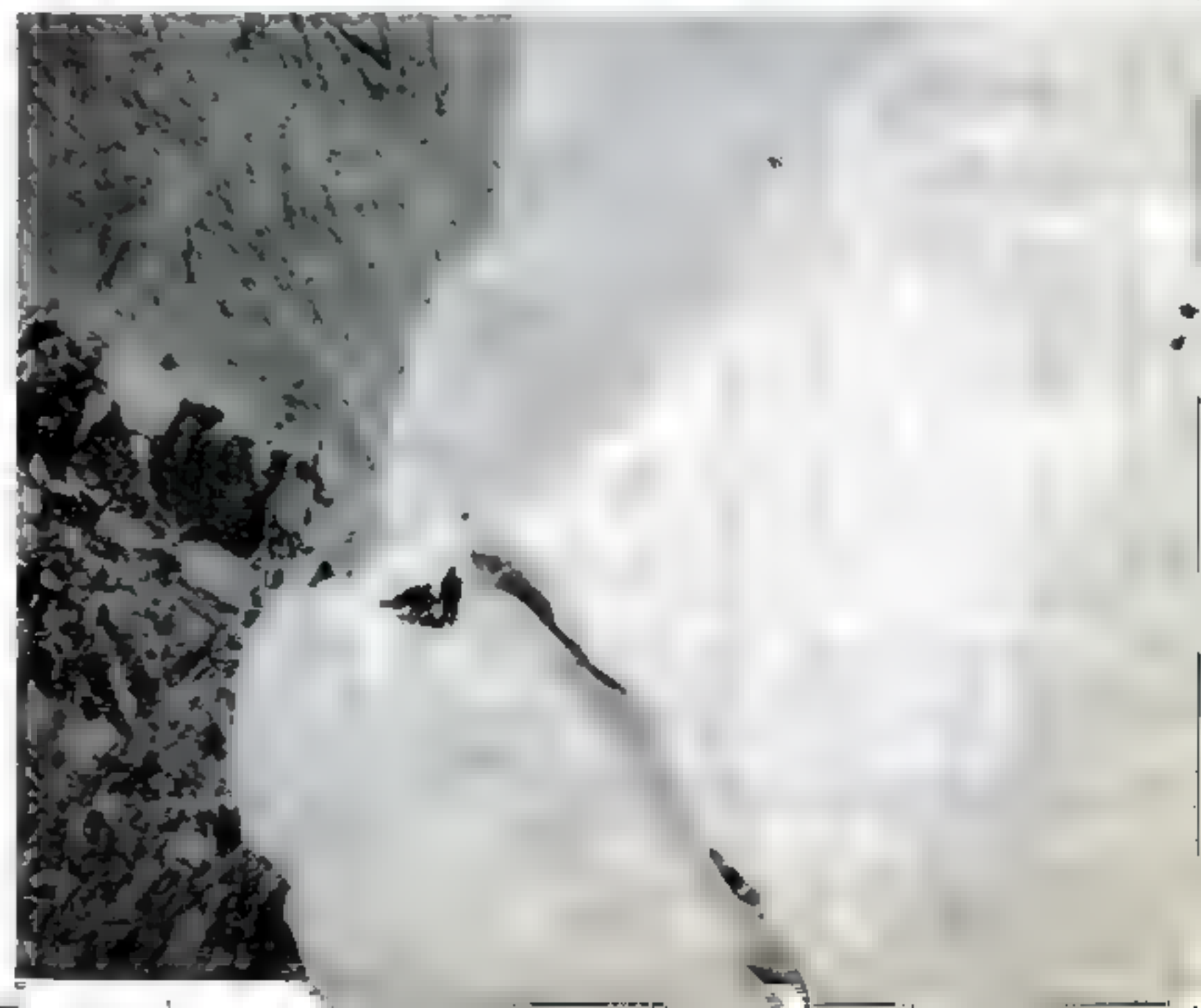
LOST IN DEVOUT ECSTASY,
THEY HEAR CARDINAL SAY,
"THE CHURCH IS ETERNAL"



NEAR FINAL COLLAPSE IN ORDEAL ON MOUNTAIN, VINCENDON AND HENRY MEET RESCUE PARTY THAT FAILED. WHISPERED VINCENDON, "I'M GOING TO DIE"

DEATH IN TWO FACES ON FRIGID MOUNTAIN

Blackened with frostbite, the faces of the two young comrades reflected the imminence of a death that was but hours away. Even as rescuers approached, it hung in the still air which had frozen their legs and hands. The bright dreams of mountain climbing that had kindled the friendship were fading as they knelt disabled in the snow. Nine days earlier Jean Vincendon, 23, and Francois Henry, 22, had set out from the French resort of Chamonix to climb Mont Blanc. Near the summit storms pinned them down. On the sixth day a plane spotted the pair on a ledge (right). Now a helicopter had come for them. But as it descended its whirling blades churned up a snow flurry, blinding the pilot. The copter crashed and a rescue operation which seemed near completion was about to fail.



AS SEARCH PLANE SPOTS THEM, BOYS HUDDLE ON PRECARIOUS SNOW CLIFFS →



IN THE REFUGE, would-be rescuers huddle, grimly waiting for the weather on the mountain to clear.



WHIRRING IN, turbine-driven helicopter, recruited for its better high-altitude flight, circles refuge.



DESPAIRING FATHER of Jean Vincendon (left) walks with a relative as he awaits the fate of his son.

RESCUERS LIVE BUT YOUTHS ARE ABANDONED

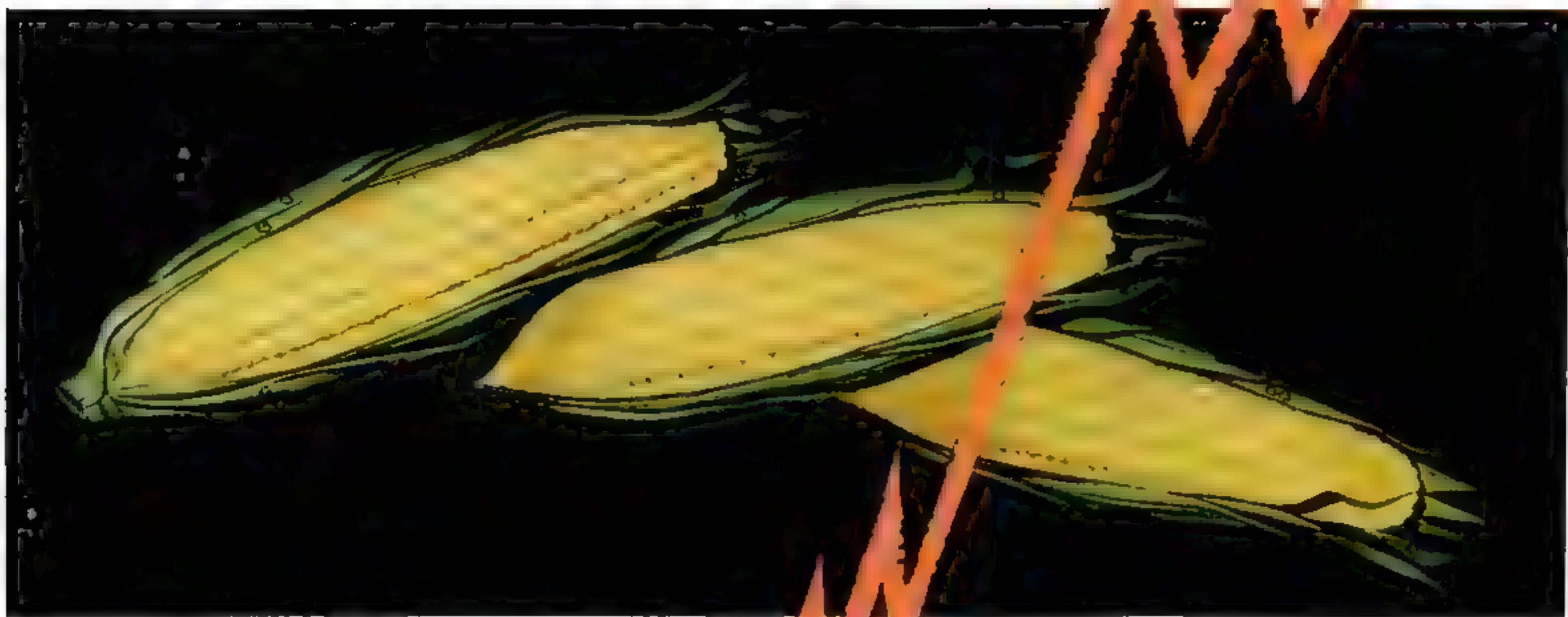
When the rescuing helicopter crashed near Vincendon and Henry, the copilot was badly shaken up. But the pilot and two guides he was carrying escaped unharmed. The trio bundled the sinking boys and the copilot into the wrecked plane and fed them brandy. Later a second helicopter dropped two more guides.

Perched on the ice 1,600 feet above them lay a refuge hut, the nearest source of safety. Able to carry only one invalid, the guides removed the copilot from the wreck. As they did, Henry whispered, "How much more must we

wait?" Leaving the youths they had come to rescue, the group began a slow ascent. The temperature fell to -22° F. and for two days 100-mph winds lashed the refuge. When the weather finally broke, helicopters carried out the rescuers. But there was virtually no chance that the climbers they had sought to help still lived on and so the rescue was called off. Vincendon's father sadly agreed. "Too many people have risked their lives," he said. "If my son had come back, his limbs frozen, only to die later, it would have been more painful."

IN BLINDING SNOW HELICOPTER LANDS AT CHAMONIX. WEATHER CONTINUALLY HAMPERED THE RESCUE





Quick-Cooked Corn

Our "Mr. 5x5" can (it's as wide as it's tall) tells you this corn is vacuum packed. Every kernel stays crisp. You get as many servings as in taller liquid-packed cans. And you don't pour vitamins and minerals down the drain.



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Wait'll you taste the new Niblets. You'll think you're eating corn that's fresh-cut from the cob. Easy, too. Just heat and oh, boy!

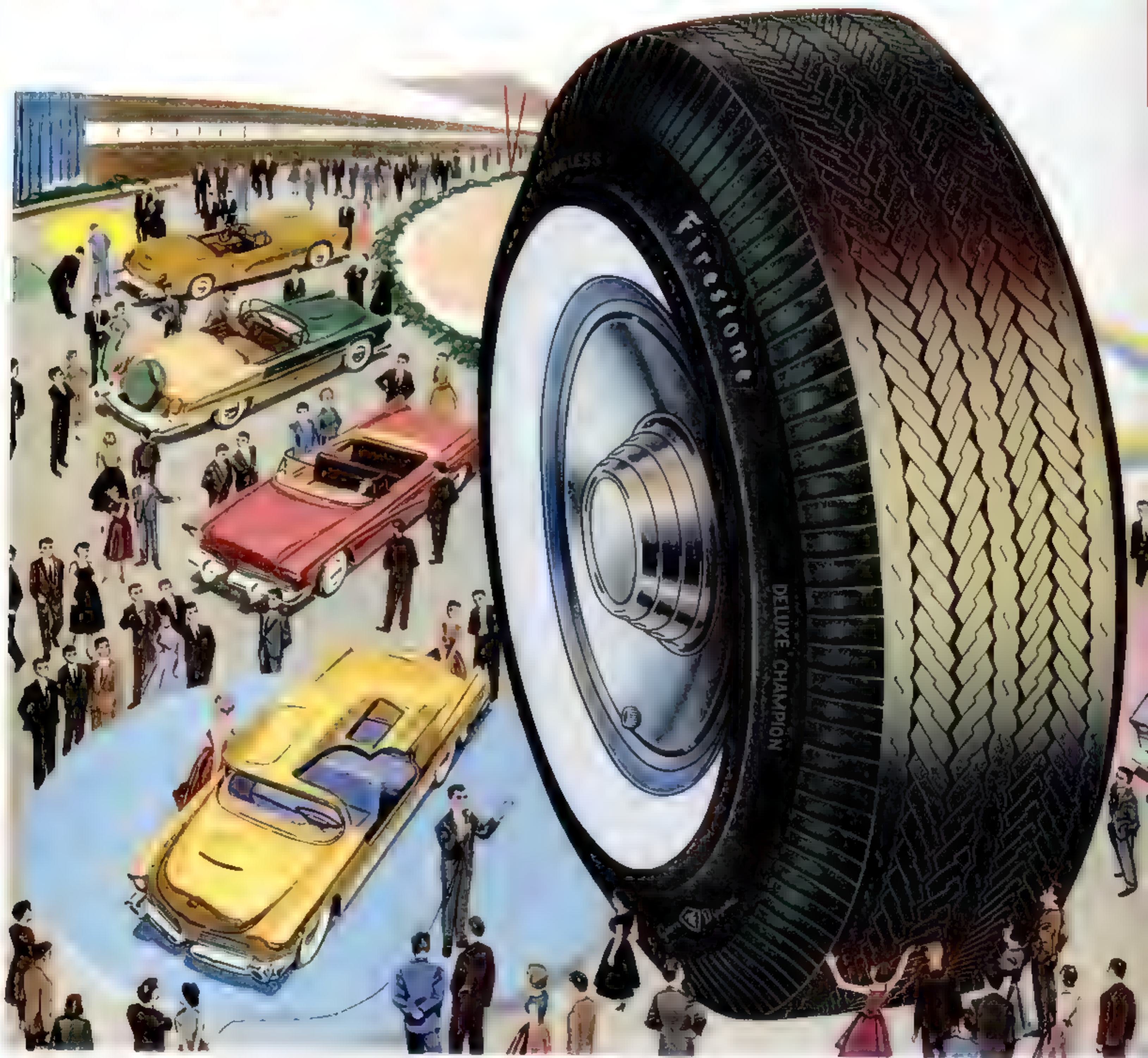
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Go to your nearby Firestone dealer or store and find out how little it costs to make your car tire-safe. You can buy on convenient payment terms, if you desire . . . in fact, the allowance you get for the unused mileage in your present tires may easily amount to the down-payment on your new tires.

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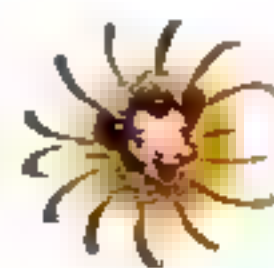
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SET TO SALUTE the victorious governor after hours of waiting in the cold, National Guardsmen load the first of 19 blank shells into a 75-mm field piece.

STATE IN SUSPENSE

Rhode Island learns at last who is its governor



DEL SESTO (R)

On the Rhode Island state capitol grounds in Providence, National Guardsmen (above) were ready to fire a 19-gun salute to the new governor on inauguration day. But the trouble was, nobody yet knew who he was.

The nation's smallest state was caught up in the nation's biggest post-election hassle. The incumbent, a longtime Democratic wheel horse named Dennis Roberts, had apparently eked out a narrow 207-vote victory. But when shut-in and absentee ballots came in, the evident

winner was Republican Christopher Del Sesto, 194,974 to 194,547. While aides began removing his personal knickknacks from the executive chambers, Roberts was making a desperate legal last stand. He appealed to the state supreme court to upset a law (which he signed in 1953) that allowed civilian absentee ballots to be cast "on or before" election day. He claimed that the state constitution does not provide for casting such ballots before election day.

As the state waited in suspense, the justices pondered on into inauguration day, while the candidates—shown at left and right as they awaited the decision—tried to appear calm. In the middle of the afternoon the decision came. The court ruled the disputed ballots invalid and Roberts the winner. "Democracy received another setback," said the loser, Del Sesto, as Roberts was inaugurated and the news was officially proclaimed (below) to Rhode Island.

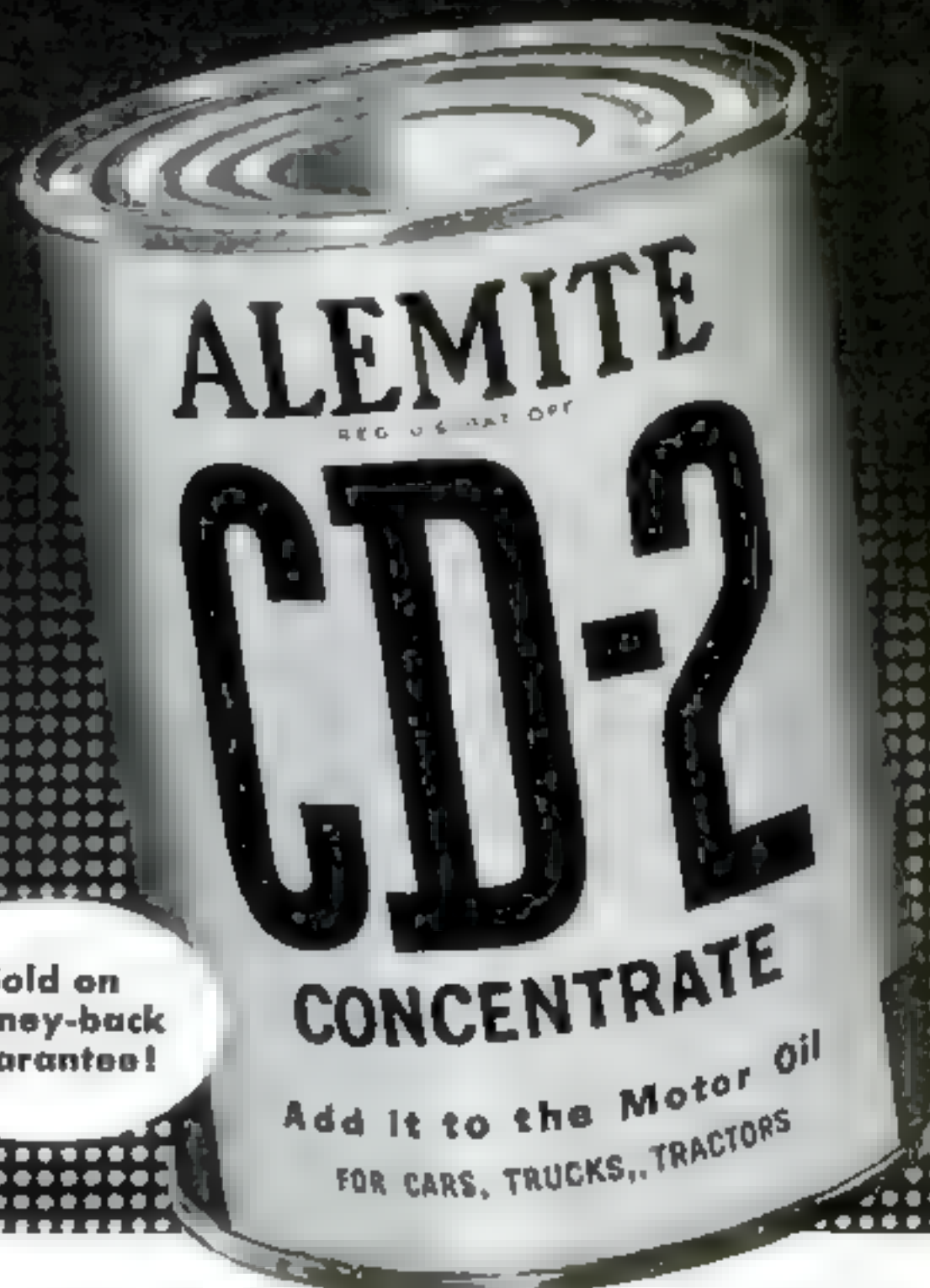


ROBERTS (D)



SET TO PROCLAIM Roberts governor for the next two years, High Sheriff Michael Costello appears on a Statehouse balcony and shouts for attention.

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...protects modern engines
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Just add it to your oil!

In today's stop-and-go driving, your engine never warms up properly, cools off again many times a day. Engine-clogging sludge forms. Moisture condenses, diluting the oil and promoting acid formation—plus rust and other dangerous conditions—sticking valves and valve lifters that result in sluggish motors.

Alemite CD-2—with six special ingredients—has been specially designed to overcome and prevent these harmful effects. Prove it yourself without risking one penny! Alemite CD-2 is guaranteed to correct these conditions in 50 miles of driving... or your purchase price is refunded.

Ask for Alemite CD-2 at your service station, car dealer, or auto supply store

Guarantees all this or your money back!

1. Banishes dangerous crankcase sludge!
2. Destroys "varnish" that sticks valves and valve lifters!
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“Still more curls to go... better fix more Postum!”

A special twist to help turn a tomboy into a teenager . . . and Postum, a special drink to help the whole family enjoy the event.

For Postum has a *unique flavor* all its own . . . different from everyday hot drinks . . . grain-rich and slow-roasted for more pleasure.

Postum helps top a busy day—at home, at work or at school—with a really good night's sleep. For Postum is caffeine-free, safe even for children.

Costs less than a penny a cup. Why not make this pleasant change from everyday hot drinks today? You'll like it.

Enjoy the hot drink with a different flavor...

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A LOOK AT THE WORLD'S WEEK



CHEST TEST FOR ELVIS

In Memphis, Elvis Presley (LIFE, Nov. 12) passed his preinduction physical examination, was told he would not lose his sideburns when he enters the Army, probably in six months.

FIRE IN A CATHEDRAL

A raging fire between the towers of St. Joseph's Cathedral in Hartford, Conn. set off an intensive investigation by city police, suspecting the work of an arsonist specializing in church fires. The day before, St. Patrick's Church suffered \$250,000 fire damage. The fire in St. Joseph's started underneath the altar and swept through the cathedral, left it a \$5 million ruin.



CEREMONIOUS OCCASION FOR THE SAAR

One of the world's most hotly disputed areas, the Saar, last week celebrated its return to German sovereignty by turning out a smart guard of honor to greet German Chancellor Konrad Adenauer (left foreground) and Saar Minister-

President Hubert Ney (left). To Saarlanders, who returned to German control for the second time in 22 years, Adenauer said he still hoped Germany's "lost" territories in the East might some day follow the example of the Saar.



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SAFE: TUMS are compounded under stringent scientific controls . . . from only the highest quality medically-proven ingredients. TUMS bring you *safe* relief because they neutralize *only* the excess stomach acid . . . do *not* over-alkalize your stomach or upset your digestion.



SURE: Tests recently completed at a leading College of Pharmacy prove TUMS are up to twice as effective as other leading antacids tested. Ordinary alkalizers may actually upset your digestion, prolong your discomfort. But TUMS provide sure relief that really *lasts* . . . relief that is *ideal* for you.

TUMS

"People-tested" by Satisfied Millions

IDEAL FOR YOU!



...for Ideal Relief of Stomach Distress

A FRENCH FLAVOR FOR U.S. BEACHES

As winter wears its eye, developed from a novelty into a national costume, the widespread appearance of new resort fashions more and more gives January the carefree, colorful look of July. Joining the array this season are bright, informal styles by Hubert de Givenchy, youngest of the big Paris couturiers, whose playclothes are now being manufactured in the U.S. His designs, which are close to the

teaching of American sportswear, include such stylistic contrivances as painted collars and a swimsuit which goes down almost to the knees.

Givenchy's outfits are shown here in the highly fashionable French summer resorts of Deauville and adjacent Trouville. Designed to help U.S. women while away the winter, they can as easily be stowed away for next summer.



FAKE TRIMMING, a dickey and sailor collar, is painted on poncho (left, \$9). This is the beach at Trouville, made famous by last summer's movie. Striped outfits on youngsters are standard resort onlook for French boys.

PUFFED SIDES appear on a pair of beach pajamas (\$64, \$57) worn by the wearers (right). The pants are worn with a light T-shirt and a man's sunbaker net in the harbor of Honfleur, a fishing village near Deauville.





OLDTIME STYLE bathing suit with long-legged pants appears in a neck-on-shoulder print (Jantzen, \$10). Pants can be pushed up to normal length. Beehive hat is made of straw (Madcaps, \$7.99). Striped tent, used for dressing, can be rented at the beach.

FRENCH FLAVOR CONTINUED



SCOOPED BACK, now a widespread fashion, decorates sweater top worn with striped cotton skirt (Sloat, \$23). This is yacht basin used both by Deauville and Trouville. Rolls-Royce in background is a common sight in season.



SLEEVELESS MIDDY (Sloat, \$13) goes over traditional European canvas slacks with deep cuffs. The building is Trouville casino, constructed in 1912 before Deauville rose to challenge fashionable status enjoyed by Trouville.



LONG TUNIC with cap sleeves, oval neckline is made of elasticized cotton knit with Moorish pattern in hands and comes down over white shorts (Jantzen, \$35). Hat worn on back of head is available in print matching swim suit.

PRINTED SUIT woven of Lastex has scoop neck and broad straps (Jantzen, \$28). It is worn with long chiffon scarf. This is beach on which Henry V landed with army and gaudy bathers' tents look like leftovers from that invasion.





The dashing new Corvette (left) and the Bel Air Sport Coupe.

Chevy puts the purr in performance!

That new V8 in the '57 Chevrolet is as quiet as a contented cat and as smooth as cream. And it's cat-quick in response when you ask for action!

No household tabby sitting in a sunny window ever purred more softly than Chevy's new V8 engine. It's so kitten-quiet and cream-smooth that you can scarcely even tell when it's idling.

But when you nudge the accelerator, you know it's there, all right! It pours out the kind of velvety action that helps you be a surer, safer driver. Its right-now response keeps you out of highway emergencies. It over-

powers steep hills with such ease they seem like level landscape.

New Chevrolet V8 engine options put up to 245* horsepower under your command. With 283 cubic inches of displacement, this beautifully designed V8 is a new, bigger and better edition of the engines that have put Chevrolet at the top of the performance ladder. It's sassy, sure—but as tame to your touch as a purring pussycat.

Try the smoothest V8 you ever put a toe to, and all the good things that go with it. It's available in any one of the bright new Chevrolet models you choose—all with Chevy's own special sweet and solid way of going. Stop by your Chevrolet dealer's . . . soon!

SEE YOUR AUTHORIZED CHEVROLET DEALER



*270-h.p. high-performance V8 also available at extra cost.



STRICTLY AMERICAN LOOK

Joining the new designs of Paris Couturier Givenchy at resorts is a strictly home-grown American beach fashion adapted from the "Ivy League look" (LIFE, Nov. 22, 1954). After becoming almost inescapable in every form of apparel worn on land, the style is now being taken to sea in a bathing suit (\$20) of collegiate chino cloth with striped shorts and a half belt in back and in the front. A matching beach coat (\$18, both Cole of California) is cut like a boy's slope-shouldered jacket. The miniature male cap is for show, not swimming.

"Tastes even finer than
'sweet-mash' bourbon"... "Even smoother than
'sour-mash' bourbon"



The one and only **mellow-mash** bourbon...

Yellowstone

Always one step mellow! The reason? Yellowstone's exclusive *mellow-mash* process draws off only the lightest, most desirable whiskey vapors in the still—leaves the "heavy" parts behind. That's why Yellowstone is even finer than sweet-mash bourbon—even smoother than sour-mash bourbon.

Yes... *mellow-mash* Yellowstone takes more grain, more time, more money—but it gives you full bourbon flavor with truly light body.

Once you taste Yellowstone, you'll know why it's been a favorite for over 80 years... why it's called "the greatest American whiskey!"

The "No-Bite" Bourbon...



ALWAYS

ONE STEP MELLOWER!

KENTUCKY STRAIGHT BOURBON WHISKEY 86 AND 90 PROOF ALSO AVAILABLE 100 PROOF BOTTLED IN BOND
Distilled and bottled by Yellowstone, Inc., Louisville, Kentucky, Division of Glenmore Distilleries Company

Now...end dandruff problems

this pleasant easy shampoo way!

new *Helene Curtis* **ENDEN***—the first proven medical treatment in shampoo form! *No prescription needed... 99% effective!*

Quickly ends itching, flaking, excess oiliness—without messy salves, ointments or separate lotions

Here at last is an amazingly effective treatment and a rich-sudsing shampoo all in one. You have never used anything as simple, as pleasant and as easy. What's more, ENDEN gets results even after other methods have failed—ends dandruff problems for good. While you shampoo, it penetrates to the trouble spots. Between shampoos, it actually inhibits bacteria growth. Use ENDEN regularly and your dandruff problems will be over.

ENDEN was proved 99% effective in 2-year doctor-supervised clinical tests

Dermatologists and skin specialists have proved ENDEN's basic ingredients. Clinical tests with ENDEN Dandruff Treatment Shampoo showed 99% of patients enjoyed positive benefits.

use ENDEN instead of your regular shampoo—

—ends itching scalp and dandruff problems and prevents their return!

While the medications in ENDEN have been medically approved for many years, science was unable to combine them in a pleasant form until now.

A wonderful shampoo for the whole family whether they have dandruff problems or not

ENDEN is especially good for teen-age dandruff. Even children can use ENDEN instead of an ordinary shampoo. For it is a superior shampoo as well as a dandruff treatment that prevents dandruff problems from starting. ENDEN helps make hair look "alive" and healthy, gives it softness and new sheen. And you'll discover ENDEN makes your scalp feel so fresh—far cleaner than with your favorite ordinary shampoo. To end dandruff problems and prevent their return, switch to ENDEN for your regular weekly shampoo.



big jar
only **\$1.50**
no tax at drug and cosmetic counters

*Trade mark

Guaranteed to end dandruff problems

Developed after years of laboratory tests by Helene Curtis, foremost authority on hair care.

THE FIRST GORILLA EVER BORN IN CAPTIVITY



RESTING IN ITS NEW GLASS INCUBATOR, THE COLUMBUS ZOO'S BABY GORILLA LIES ON HER STOMACH, A POSITION SHE IS PUT IN FOLLOWING EACH FEEDING

The historic offspring of Christina and the Baron is doing fine in the zoo at Columbus, Ohio



FATHER, THE BARON, IS 11 YEARS OLD, 380 LBS.

The eyes of the world's zoo keepers were turned with interest and envy toward the Columbus Zoo where a historic blessed event had taken place. There Christina became the first gorilla ever to have a baby in captivity. Before Christina, captive gorillas had never even been mated, and little was known about the animals' gestation period and infant life. But last April the Columbus keepers noticed that Christina and Baron, a neighboring ape, were eying one another and they let her into his cage.

Exactly 258 days later Warren Thomas, a veterinary student, entered Christina's cage and discovered she had given birth to a three-pound, four-ounce baby. By blowing his own breath in the infant's lungs, Thomas started it breathing. Zoo Superintendent Earl Davis improvised an incubator to keep the baby warm and put it on a diet of a milk formula and boiled water suggested by a local pediatrician. Zoo people from other cities flocked to Columbus and Davis proudly passed out the cigars. At 3 weeks old the unnamed baby—a female—could gurgle, suck its thumb and play with its toes. Soon it will take on a more substantial diet of Pablum.



MOTHER CHRISTINA IS NINE, WEIGHS 260 LBS.



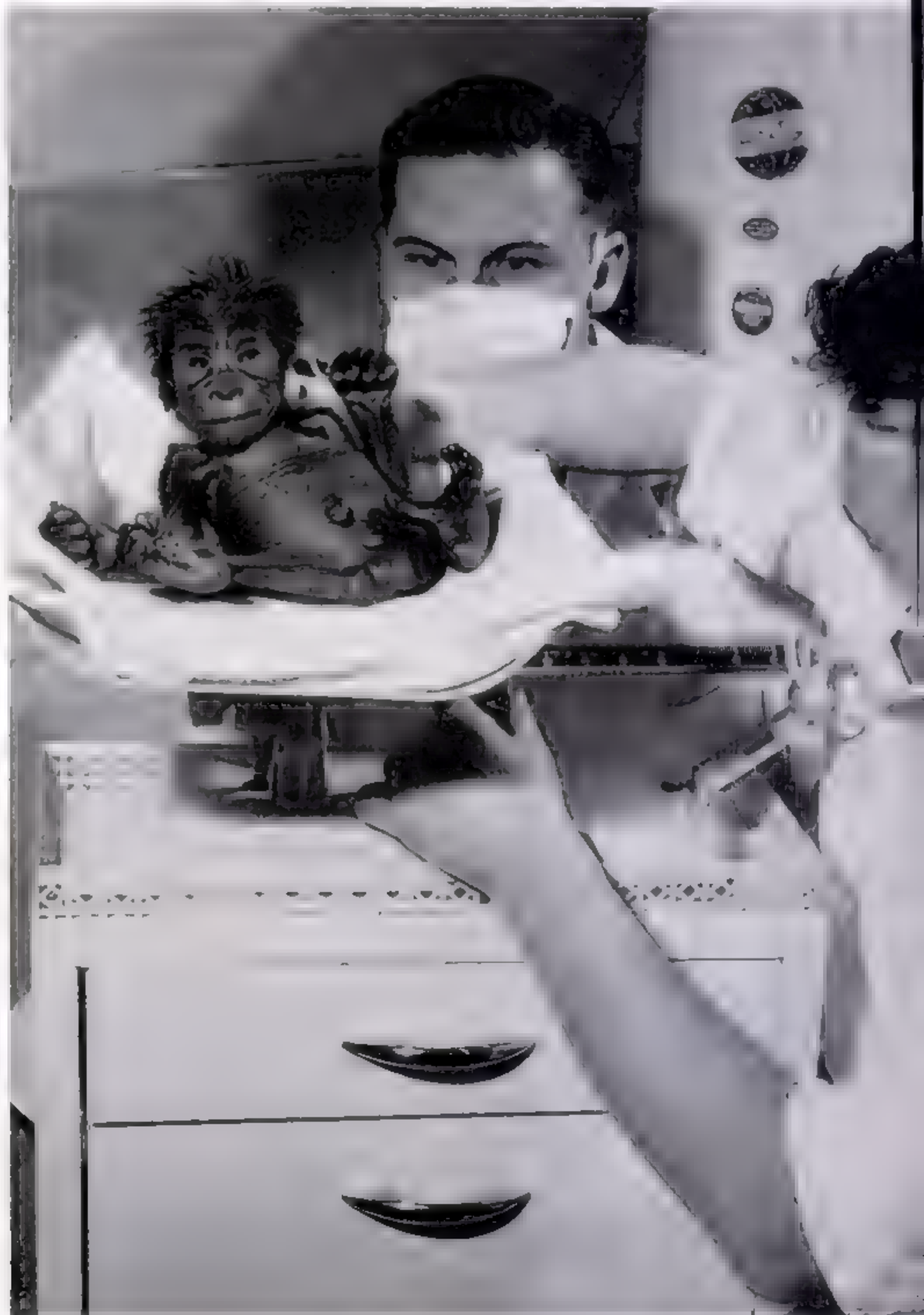
SHOWING OFF THE BABY in the new incubator to which it was transferred. Walter Linn (top) explains it to visiting zoo officials wearing hospital masks.



FESTIVE CIGARS, marked "F. S. and L. M.," are enjoyed by Walter Linn (left) and his wife, Mrs. Linn, (right) at the zoo. (Left) Walter Linn, (right) Walter Linn's wife, Mrs. Linn, (center) Walter Linn's wife, Mrs. Linn, (right) Walter Linn's wife, Mrs. Linn.



GUZZLING, the baby takes to its bottle. It must be nursed periodically during each feeding.



BABY OIL is applied to the gorilla's bottom, ears and nose by the zoo veterinarian, Robert Vesper.

WEIGHING BABY on scales. Vesper (left) and Linn (right) are seen. Linn is a zoo official.



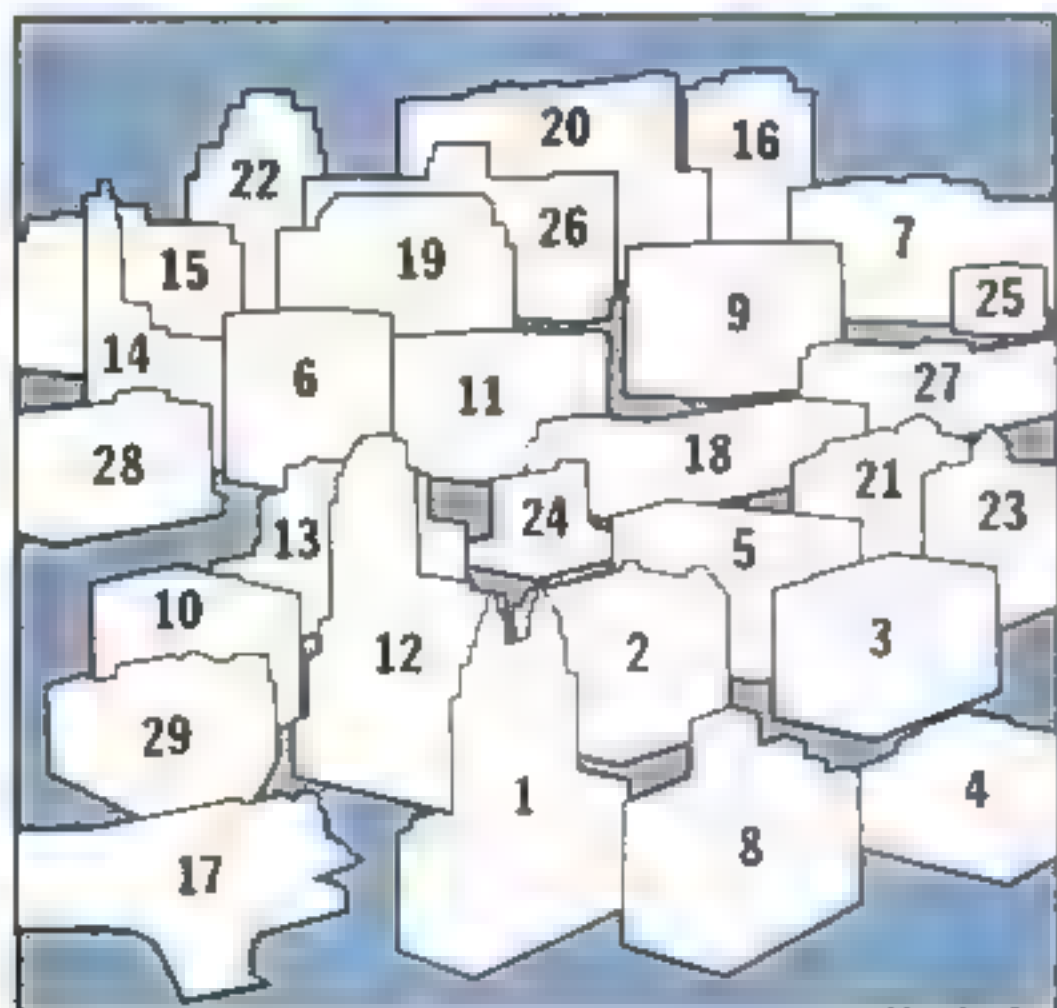
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of White Horse Scotch Whisky
has been approved
for uniform lightness and flavor.*



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THE HILTON CITY OF FINE HOTELS



CONRAD N. HILTON, PRESIDENT

If all of the Hilton Hotels around the world were placed together, a great new city would be born. With its huge skyscrapers, modern buildings and 26,010 rooms, "Hilton City" would have a population far greater than many important municipalities. Its inhabitants would comprise every creed and nationality. This fabulous city would be a self-sufficient community—with living accommodations ranging from lavish apartments to attractive single rooms . . . restaurants, cocktail lounges, coffee

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At home and abroad a friendly welcome awaits world travelers at each of these distinguished Hilton Hotels which are centrally located in twenty-five key cities. This spirit of genuine friendliness is the distinguishing hallmark of Hilton hospitality—an inherent quality each of the hotels shares with the entire group.

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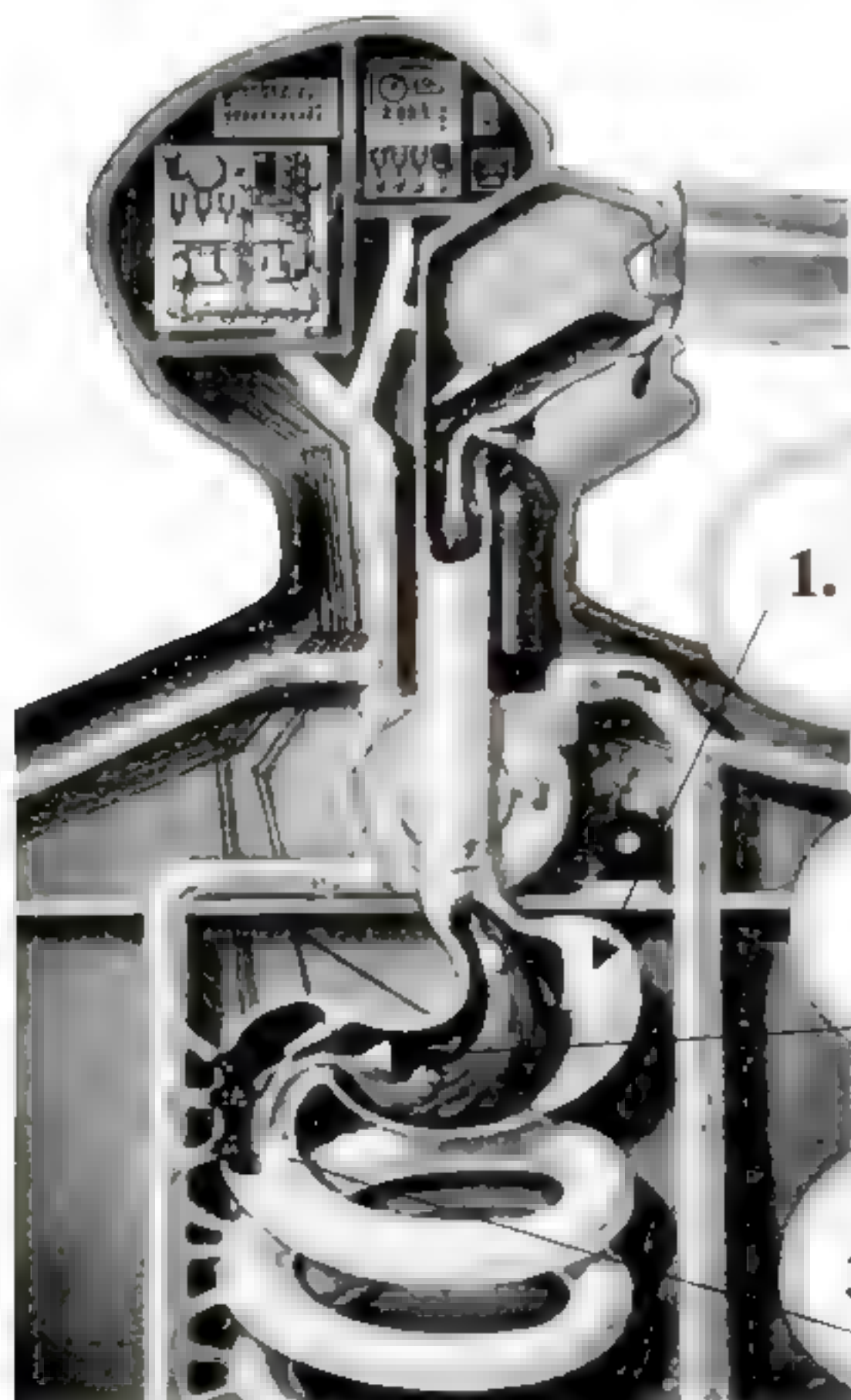


Get faster pain relief with

Bufferin[®]

acts twice as fast
as aspirin!

Won't upset your stomach!



1.

Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.

2.

Bufferin combines aspirin with two antacid ingredients. These speed the pain reliever out of the stomach and into the blood stream twice as fast as aspirin. So . . .

3.

Bufferin acts twice as fast as aspirin to relieve pain. And it won't upset your stomach as aspirin often does.



IF YOU SUFFER FROM PAIN OF ARTHRITIS OR
RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN.



SKIERS ON TRACKS, led by Coach Schaeffler, leap from rail to rail in a drill to improve their balance.

ON THE SNOW, Schaeffler (*right*) watches skiers go over makeshift mounds simulating rough terrain.



PIGGYBACK CLIMB up stadium steps builds stamina. Third from right, carrying pupil, is Schaeffler.

TOUGH WAY TO BE A SKIER

Once the snow flies, the hardest part of the season is over for the University of Denver's remarkable ski team. Until then it pursues an exacting training schedule on such unlikely skiing sites as a stretch of railroad track or the city dump. The team is led on its snowless drills by a tough-minded, 41-year-old World War II ski trooper in the German army, who as coach has a passion for preparedness and a willingness to do anything that he asks his squad to do.

Since Coach Willy Schaeffler came to Denver eight years ago the university has won five national collegiate skiing championships.

A fortnight ago, with all their arduous preliminaries over, Willy Schaeffler's boys eagerly pulled on their skis and began proving their hard-won skills on honest-to-goodness snow.



CONTINUED



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Ski Team CONTINUED



IN FIRST MEET of season at Aspen, Schaeffler gives Horst Ebersberg slice of orange with dextrose pill for extra energy during a cross-country race.



AFTER A SPILL in downhill race Tony Perry is consoled by Schaeffler. In the meet's four events Denver won two firsts but did not win team title.



“A tempting Italian dinner...on your table in 12 minutes”



WALSH DRIVE



Complete makings
in one box

Company for dinner—and you don't know what to serve? Why not surprise them with a big steaming platter of Italian spaghetti—fixed the way they fix it over there!

It's easy—with Chef Boy-Ar-Dee Spaghetti Dinner. And it takes you just 12 minutes! Here in one box you get everything you need:

First, a package of special thin-strand spaghetti... then a big can of zippy Chef Sauce—with Meat or Mushrooms, ready to heat. It's rich with tomatoes, perfectly seasoned with characteristic Italian spices... and last, a can of sharp Italian-style cheese

Who could resist such a meal! And who but Chef makes it so easy for you to enjoy! The complete dinner for 3 costs only about 14¢ a serving

Once you try it—you'll dine in the grand Italian manner often!

CHEF BOY-AR-DEE®
Spaghetti Dinner

with meat or mushroom sauce



1915



1916



1917



1918



1923



1928

Again...
one of the most remarkable votes
of public confidence
in the history of American industry



1933



1934



1935



1936



1941



1942



1943



1944



1949



1950



1951



1952

Again in 1957 ... as in every single year for the
MORE PEOPLE RIDE ON GOODYEAR TIRES THAN C



Look for this nearby Goodyear dealer sign for better tire values . . . better tire care . . . convenient credit terms.



ast 42 years:
ANY OTHER KIND

EAR

Super-Cushion, T. M., The Goodyear Tire & Rubber Company, Akron, Ohio

When so many people have for so many years put their trust in one tire name—it must have something extra.

Goodyear's great new tubeless Custom Super-Cushion gives you greater protection from blow-outs and punctures... while the exclusive Triple-Tempered 3-T Cord body and Twin-Grip Tread make your riding smoother and safer... give you many more miles of wear.

It is just one more reason why Goodyear continues to be the world's leading manufacturer of tires. Goodyear, Akron 16, Ohio.



No other rice is this easy!



No washing!
No rinsing!
No draining!
No steaming!

Minute Rice is already cooked – just add to boiling water and remove from heat!

Yes, Minute Rice is *really* easy! You don't have to wash, boil, drain or steam it. You just add it to boiling water, cover, take it off the burner and let it stand a few minutes!



Another favorite from General Foods



With Minute Rice there's never any danger of gummy failure. Because it's already cooked, Minute Rice gives you light, fluffy, perfect rice every time. A delicious way to balance a meal.



OUTSIDE HIS HOME ARTIST RUDOLPH CONDON ADJUSTS MOVABLE CLAWS ON HIS WHITE CEDAR EAGLE. TEN-FOOT WINGS WERE CARVED FROM TREE BRANCHES

PENNSYLVANIA PRIMITIVE

Bigtime gallery discovers a small-town sculptor who doubles in hooked-rug making

Fifty-two-year-old Rudolph Condon divides his time between craft and fine art in his Valley Forge, Pa. home, where he designs and sells hooked rugs and also sculptures stone and wood animals and birds. This week the rugged and relatively untutored artist had his best work recognized with a one-man show in New York's Poindexter Gallery. It was a collection of 28 artfully uncomplicated pieces.

Their buyers will get a sense of participation as well as a piece of sculpture for their money. Condon's horses are fitted with detachable metal

legs which can be shifted back and forth, and his birds can have their tails angled to taste. Names for his works are also a Condon specialty, and two gamecocks in cherry wood are titled Jake Neizer and Harold Beyer, after a pair of his home-town cronies. "I feel," he explained, "they make as much sense as the names those modern fellows give their things." Billed as an "American primitive" for his first show, Condon told his neighbors that label brought out the patriot in him. "It will be fun," he said, "to give those Frenchmen's pictures up there a run for their money."

No Other Leading Toothpaste

**CLEANS
CLEANS
CLEANS**

YOUR BREATH while it

**GUARDS
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Like Colgate Dental Cream!



Because No Other Leading Toothpaste Contains **GARDOL** TO GIVE YOU LONG-LASTING PROTECTION AGAINST BOTH BAD BREATH AND TOOTH DECAY ...With Just One Brushing!

Unlike other leading toothpastes, Colgate's forms an invisible, protective shield around your teeth that fights decay all day... with just one brushing! Gives you a cleaner, fresher breath all day, too! Ask your dentist how often to brush your teeth. But remember! No other leading toothpaste* cleans your breath while it guards your teeth like Colgate Dental Cream with Gardol!

SAFE for Children of All Ages! to Use in All Water Areas! Makes teeth whiter—cannot stain or discolor!



GARDOL is COLGATE'S TRADE MARK FOR BODILY HYGIENE. BANGOR, ME.

SCULPTOR CONTINUED



TRUCK ORNAMENT is a bird carved from a walnut tree, which Condon turned out two years ago. Truck provides delivery service to customers.



PAIR OF GAMECOCKS provides fireside decoration in dining living room of Condon's six-room home. Rug in front of them is another Condon product.



BRASS-TAILED HORSE has a granite body. Sculptor said he modeled it after his own horse, Bellafonte, but that he named it My Horse Darlington.

**"I'm
103**

... and rheumatism hasn't stopped me from enjoying life!"



This photo taken Sept. 1955

A rheumatic sufferer for 60 years, Mrs. Eunice L. Ratekin, Rulo, Neb., has been headlined in many newspaper stories. In her latest interview, she was asked by an INS reporter whether Sloan's Liniment had given her greater relief from her rheumatic pains than any other product she ever used. "Oh mercy yes!" she said "If it hadn't, I wouldn't have used it for so long." Like millions of fellow-sufferers—young and old—Mrs. Ratekin knows from experience that nothing eases pain like Sloan's! It's all heat-producing liniment—not diluted with alcohol. Penetrates full-strength—helps relieve the pains of rheumatism, arthritis, muscular soreness good and quick. Ask your doctor!

SLOAN'S
LINIMENT or BALM
CHASES PAIN
Relief for young folks from 10 to 110

AMAZING—NEW
**LIQWID
CENTER
COUGH DROPS**

The Greatest Improvement in Cough Relief in 50 Years

SCIENTIST SEALS REAL "DOCTOR'S PRESCRIPTION" COUGH SYRUP INSIDE A COUGH DROP

INSTANT RELIEF!

Stop coughing misery this better convenient way. Relieves dryness and hoarseness, raw, irritated throats.

First, you get relief from the pleasant tasting shell, later, when the shell has dissolved, your throat is bathed with the soothing medicated syrup sealed inside.



Made by the makers of Iodent Tooth Paste

**SO HANDY FOR POCKET,
PURSE OR BEDSIDE**

CONTINUED

Every minute of every day another family buys on the Commercial Credit Plan



**Look at the benefits you enjoy when you finance
your car on Commercial Credit's 7 point plan**

When you buy on the COMMERCIAL CREDIT 7-POINT PLAN, you have the satisfaction of knowing that you and your family are fully protected. In this complete economy package, you get your new car, your financing and these seven* additional features:

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COMMERCIAL CREDIT 7-POINT PLAN is offered by car dealers everywhere, through subsidiaries of COMMERCIAL CREDIT COMPANY, Baltimore, founded 1912, capital and surplus over \$200,000,000.



*Certain of these coverages not available in Calif., Ohio, Va., Wis., and the Dominion of Canada.



**"Slowpoke" drains
mean trouble ahead!**



**Use Drano once a week
for trouble-free drains!**

Drano boils and churns its way through greasy, germ-filled muck—keeps drains free-running and sanitary. Perfectly harmless to plumbing. Makes septic tanks work even better! So avoid messy plumbing troubles by using Drano once a week in every drain. Available in Canada.

**Drano® opens
clogged drains fast!**

PRODUCT OF THE DRACKETT COMPANY, CINCINNATI, OHIO



SCULPTOR CONTINUED



ARTIST AS SALESMAN, Condon and his son Royal (left) come back to their truck to show wires to Artist Arthur W. Condon (right) at the home.



ARTIST AT WORK, Condon works the sledge while his assistant holds the rock splitter in place over an outline of a new piece of granite sculpture.

LISTEN



BENNY
GOODMAN

you hear it the way I play it on a

WEBCOR

HIGH FIDELITY FONOGRAF

Whether you're a "pops" or classical fan, you'll enjoy all your favorite music a lot more on a Webcor High Fidelity Fonograf. Truly—all music sounds better on a Webcor.

The new Webcor "Magic Mind" Diskchanger automatically changes speeds for any stack of 33 $\frac{1}{2}$ and 45 rpm records—7", 10" and 12"—intermixed in any sequence. Plays four speeds.

Many models are equipped for use with the new Webcor "Magic Touch" Remote Control, which permits you to adjust volume—or reject any record—from wherever you're sitting.

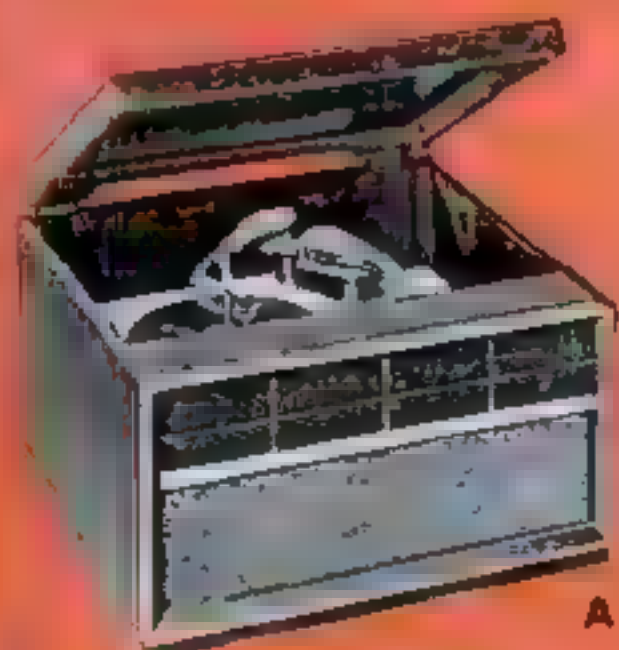
Enjoy high fidelity of rich, clear, honest quality—on a Webcor*!

See the many new 1957 Webcor Fonographs and Tape Recorders. From \$29.95.

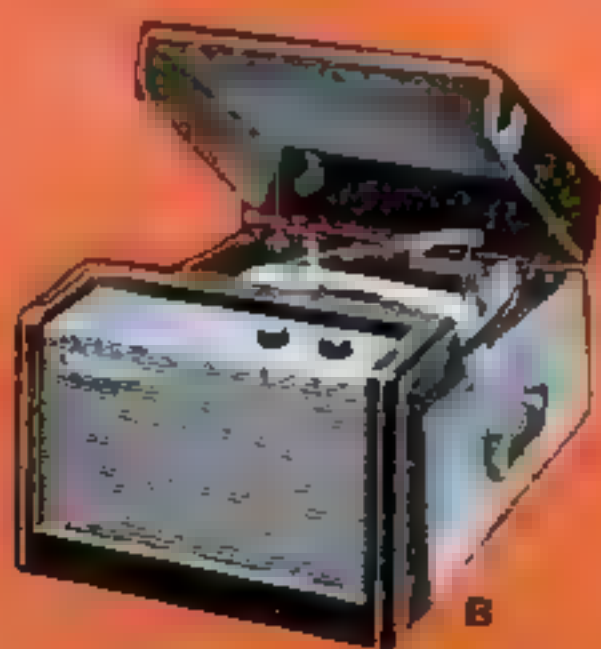
A Musicales Special. High Fidelity with "Magic Mind". Four speeds. One 5" x 7", two 4" speakers. 4-tube amplifier (including rectifier). Frequency range 50-12,000 cycles. Mahogany \$134.95*—Lined oak or Cherry \$139.95*

B Holiday Portable. "Magic Mind" plays four speeds; two speakers; 3-tube amplifier (including rectifier). \$84.50*, with radio \$104.50*. **C Melody Portable.** Plays four speeds—three sizes of records. Powerful new Webcor amplifier and speaker. Built-in 45 rpm record adapter. Choice of colors. \$29.95*. **D Viscount Tape Recorder.** High fidelity; wide-range Webcor speaker; powerful amplifier. Separate controls for volume, on-off and Monitor, tone adjustment. \$149.95*.

*Prices slightly higher West and Southwest.



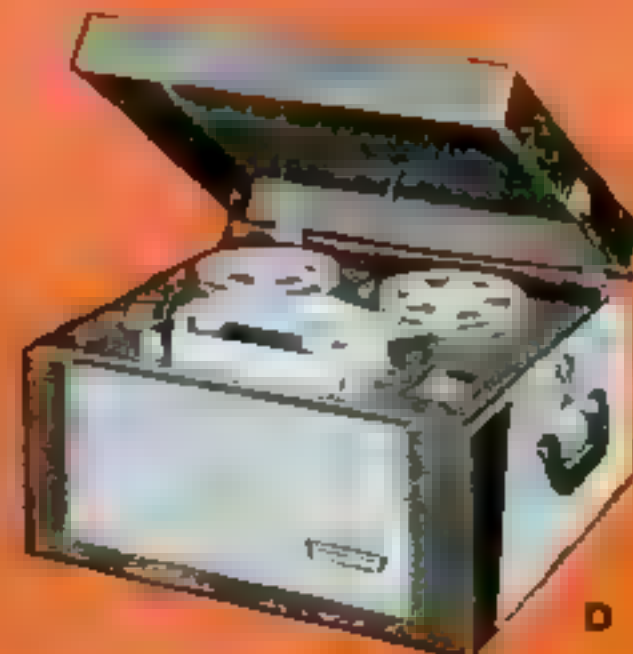
A



B



C



D

LI'L ABNER—BROADWAY

The fame of Li'l Abner has reached a new peak this season in a smash-hit Broadway musical with Abner himself as the hero and the whooping population of Dogpatch (*see cover*) all around him. To give the authoritative background for Li'l Abner's rise from Dogpatch to Broadway, his creator, Al Capp, has drawn especially for *LIFE* a cartoon biography which reviews the hillbilly hero's career from the day in 1934 when he busted out full blown from

Capp's brow. This capsule history, beginning on the opposite page, has Capp's own comments under the pictures.

As is known to everybody, or at least to the 40 million fans who follow his daily mishaps in over 700 U.S. newspapers, Li'l Abner is forever being bilked by a raft of sneaky con men, slobs, big wheels and close relatives. Through it all Abner keeps the primitive innocence of Adam before the Fall. But according to Capp,

Li'l Abner's popularity is due partly to his painful case of girl-shyness, which was hardly lessened by his marriage in 1952 to Daisy Mae who finally trapped him after years of pursuit "Li'l Abner," says Capp, "never knows what to do about a succession of eager, luscious girls who throw their juicy selves at him. That makes every male who reads Li'l Abner feel fine. No matter how fumbling or stupid he has been, compared with Li'l Abner he is Don Juan."



AND DOGPATCH

Capp has exploited one of the secrets of great comedy, which is to make the beholder feel sympathetic with the comic hero and also superior to him. In Dogpatch he has created a yokel's paradise where everybody loaf and eats turnips and pork chops until they are jolted out of it by some disaster which they bring about by their own innocence and avarice. Capp—who is suspected, with reason, of mixing in social and political criticism—has

involved his people in fearfully complicated plots which he never really explains in the captions that start below. But the incidents serve to reroll a fantastic array of characters with the greatest collection of bizarre names ever conceived—the verminous Seragg family, the bumbling Senator Phogbound, Moonbeam McSwine and beautiful Appassionata Van Climax. Now these creatures are brought to life on Broadway as shown on pages 81 to 83.



CARTOONIST AL CAPP, CREATOR OF LI'L ABNER



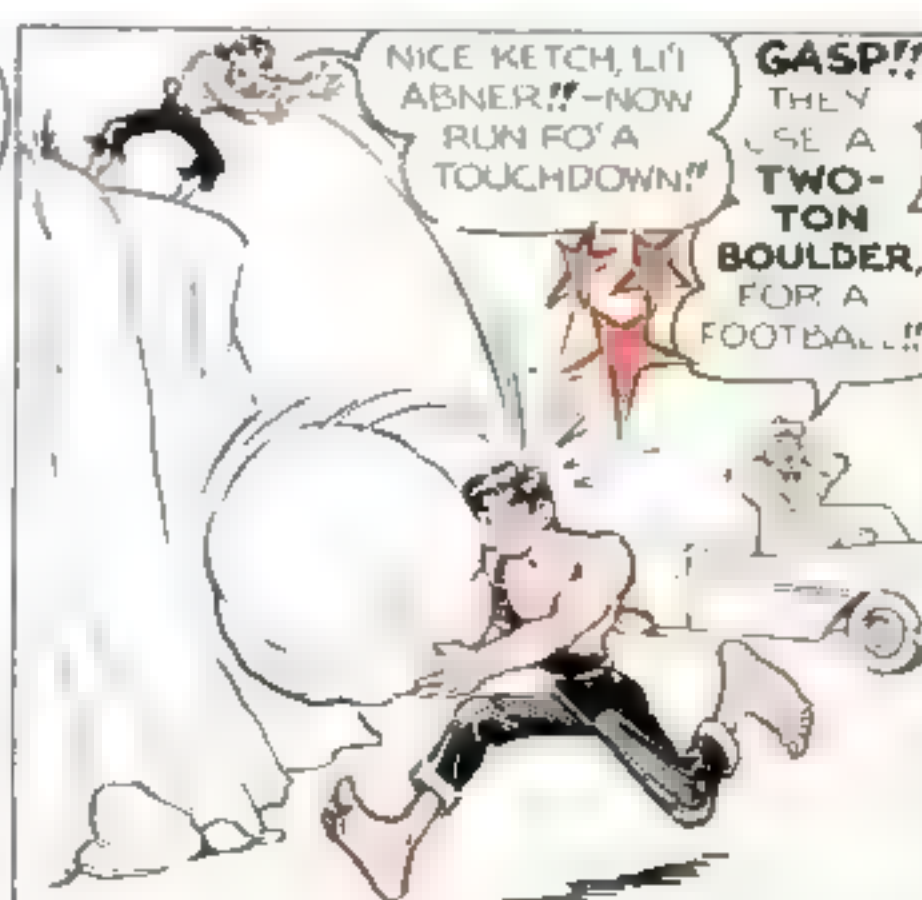
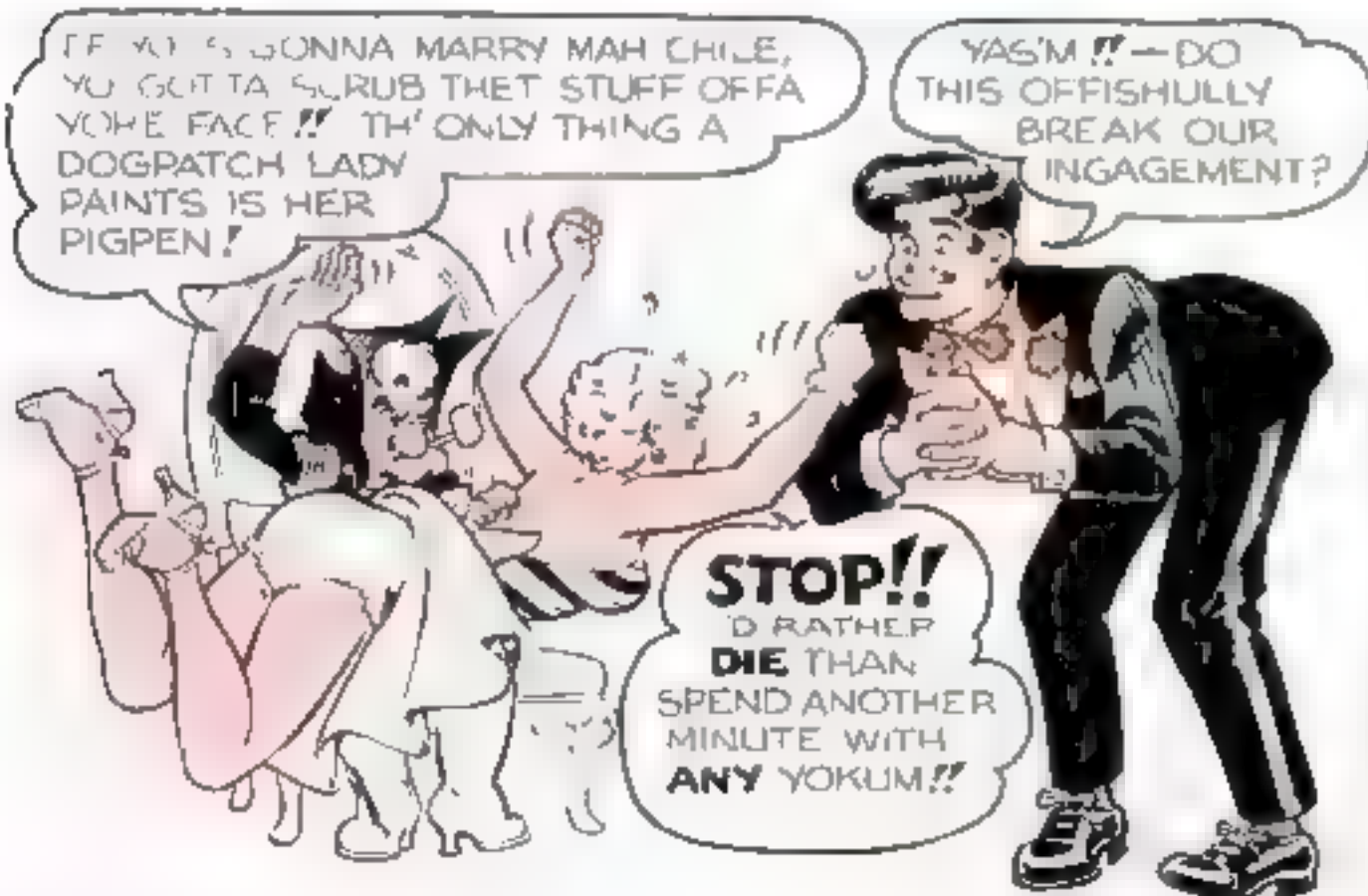
The story of Li'l Abner (says Al Capp in this biography of his hero) began in August 1934. He was then six feet three, and 19 years old, and still is. Being a typical, red-blooded One Hundred Percent American boy, his main interests were eating, sleeping, not working much and avoiding marriage. Mainly what he

always wanted from life was no trouble. So, mainly, that's what life has always given him. All this trouble, however, has not made him any more careful, or less hopeful. For years his Mammy and Pappy (center) nagged him to marry Daisy Mae Seragg. For years, Daisy Mae herself tried to catch him on Sadie Hawkins Day.



Other Seraggs pursue Li'l Abner, too. Daisy Mae's Uncle Romeo and his Cro-Magnon chollun, Lem and Luke, but with murder, not matrimony as the object. Frankly, I can't say what started the feud. The way I understand it is these Seraggs hate all humans, so they hate Li'l Abner most because he's more human than most

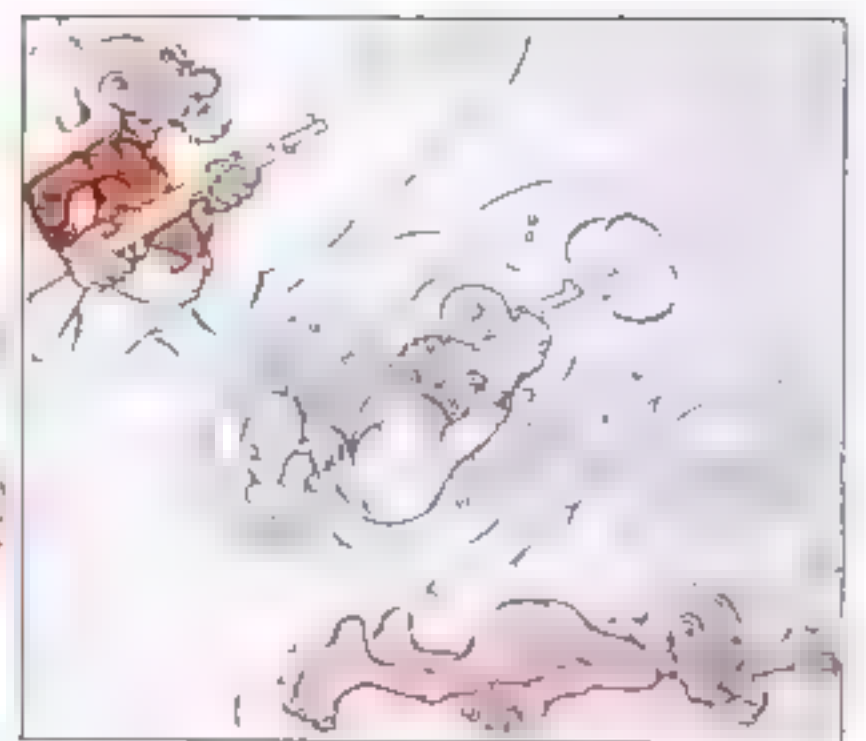
people. The boys couldn't rescue their beloved Pappy from the hot seat, so they brought the hot seat along, too, and a chunk of the death house floor. And Li'l Abner can't escape to the peace of the city. For on Park Avenue lives his Aunt Beatie, who exposes him to such irresistible debutantes as Mimi Van Prett.



Fortunately, his Mammy, as irresistible in her own wrinkled, scrawny old way as any dimpled, delectable debutante, is always invited to the wedding, so the weddings never come off, and back goes Li'l Abner to more simple, manly fun, such as Mountain Football, which is played with a small mountain instead of a

football. But life takes Li'l Abner back to New York where he meets Bet-a-Million Bashby (far right), the pride of all American, 100% red-blooded billionairehood. Bashby achieved his fabulous fortune by strictly adhering to a simple formula, namely, "Always bet on a sure thing and always bet with a fool."

LI'L ABNER CONTINUED



But by bet a man could safely cross a totally empty street, Li'l Abner bet that he couldn't. A hydrant exploded as a sewer opened. Abner won. By December 1944 the Frank Sinatra panic was on. Concertino Constipato, with a million dollars' worth of talent and a dime's worth of appeal, starved Li'l Abner into re-embeling

Sinatra and used him as a front man. [Sinatra loved this story. Last year I did one about a delicious piano player. Liberate loathed it.] Every year Dogpatch raises a crop of turnips, and every year Pappy Yokum is chosen to guard the crop against the terrible annual plague of turnip termites and every year *this* happened.



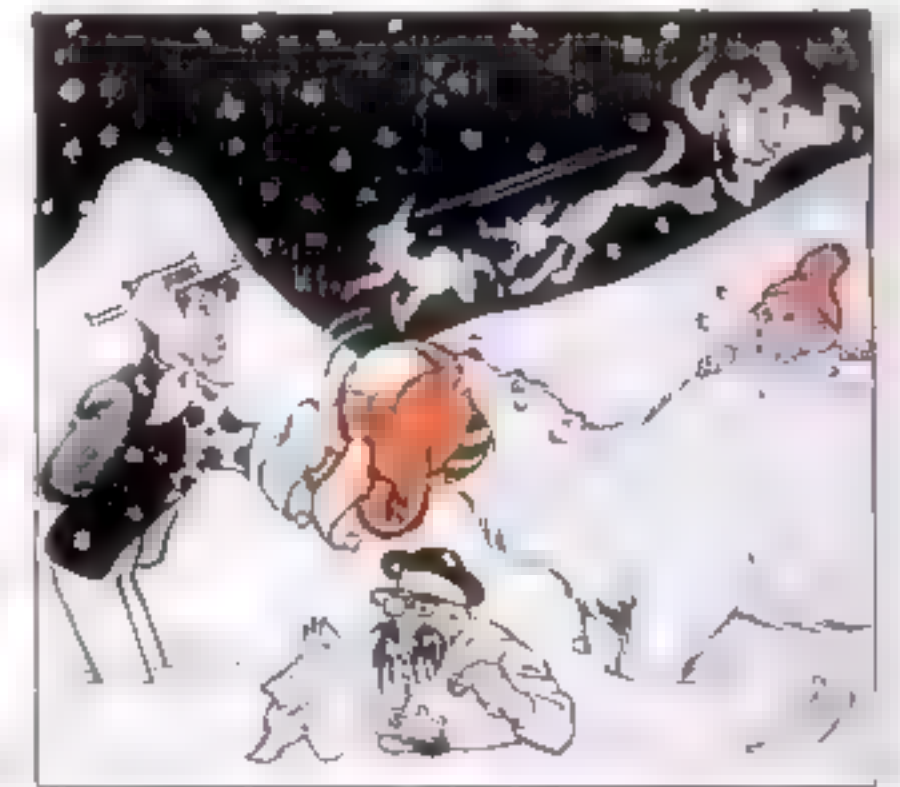
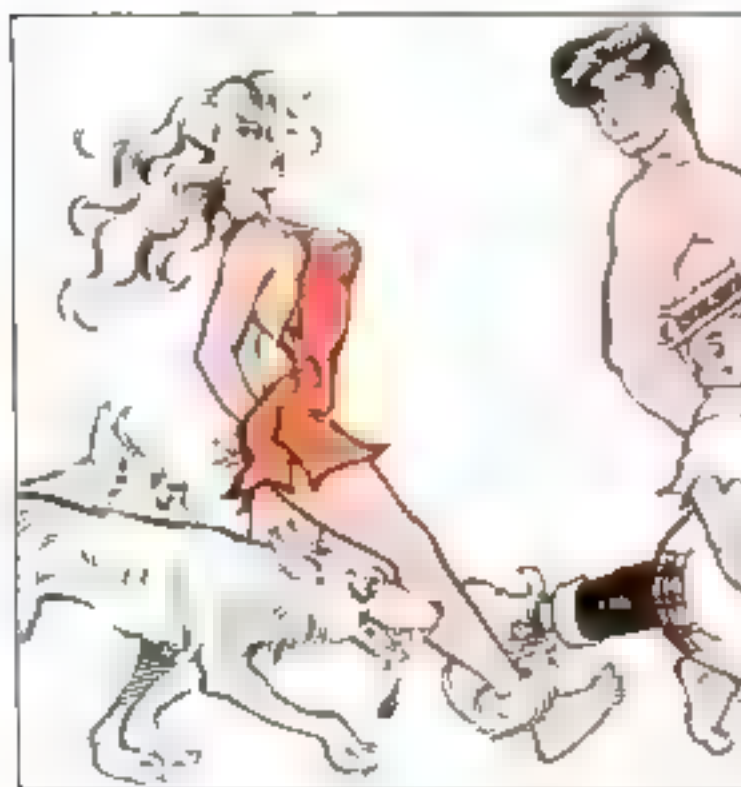
By 1915, Li'l Abner's innocence had gotten him into nightmarish problems with such Dogpatch neighbors as (from left) Lonesome Polerat and Hairless Joe ("The Kakapoo Joy Juice needs more body, so let's throw a body in"); Wakeyves Yokum; Joe Blesplk; Available for...; Young Eddie McSkunk; Tobacco Rhoda;

Earthquake McGoon; Professor Adam LaZonga; Soft-hearted John; Mountbeam McSwine and her Pappy Moonshine, who raised her the same way he raises his hawks; Smilin' Zerk; Black Rufe; Barney Barnsmell (loneliest boy in town on account of his job which is Inside Man at the Skunk Works), and Widder Fruitful.



In the city Li'l Abner has had amazing experiences with The Untouchable (far left), U.I. Inspector Bug-stone; Senator Jack S. Phogbound; Dumpington Van Lump; Reactionary J. Repugnance; Leslie Love (ideal of all women with nagging laekaches); Evil Eye Fleegle (whose triple Whammy melts a battle-hup); Cedric

Softwick; Appassionata Van Climax; Flea-Brain; Hamilton Fatback; Big Stanis-louse; Westbrook P. Buckingham; Sir Cecil Cesspool ("We Cesspools are deep; there's a certain air about us"); Minnie Mustache; Orson Waggon (at seven he had written more complicated novels than Tolstoy, louder operas than Wagner).



In 1915 Li'l Abner encountered the Wolf-Gal, a beauty whose duty was to attract boys to provide food for her ravening Wolf-Pack. In February 1916 Li'l Abner himself was called upon to provide 6,000 free ham sandwiches to keep devastated Dogpatch alive for six months. As he started off on his humanitarian quest,

his starving neighbors shouted after him careful instructions ~"Light on th' mustard on mine, boy." "Easy on th' butter, heavy on th' mustard wif mine!" "Two wif lettuce." In April 1916 Li'l Abner discovered snowbound Lower Slob-ovia where the favorite dish of the natives is raw polar bear and vice versa.



In Lower Slobbovia Abner almost married Lena the Hyena, a girl so frightful that even I could not draw her. I appealed to the public for help. Over a million blood-freezing drawings poured in. This is Basil Wolverton's—ugh! prizewinner (far left). In August 1947 Abner met Skelton McCloset, who needed deep inspiration

for his composition *Sonata to a Dying Blonde* and Daisy Mae obligingly almost died. On Sadie Hawkins Day 1917, out of the ice where she's been preserved for 2,000 years, roared the Viking Girl, Tenderhef Ericson. And on August 31, 1918, came the Shmoo, the all purpose animal which saved Dogpatch from starvation.



The gentle and cooperative little Shmoos lay both eggs and milk, neatly packaged, and marked "Grade A." After the Shmoon came over the mountain to Dogpatch other animals followed; Nagnodunks (bad Shmoos); Mimikniks (birds who sing like anybody they've ever heard) [those who've heard Maria Callas are valuable,

those who've heard George Jessel are killed]; Boar Skarloff; the Money Ha-Has (who lay money instead of eggs); Bald Iggles whose gaze made everybody tell the truth; the Shmunks (make shmunk coats, can be captured only by braining 'em with kitchen doors); the Moon-Critters; and the Kignies who loved to be kicked.



In April 1947 vacationing Pork King, J. Rouringham Fathack, was amazed to find that Dogpatch cast a shadow on his breakfast egg. He had Dogpatch moved, instead of the egg. One-Fault Jones ambled along in August 1948. Evil Eye Fleegle's triple Whammy nearly won the championship for undeserving Noel

(Battling) Mc Noodnik in February 1950. During July of that year Li'l Abner took a discouraging tour of our planet with a bunch of felas, sort of, and in January 1951 he got so tightly tied up with another rassler that they couldn't be untied so they went into the rassling business together as "The Octopus."



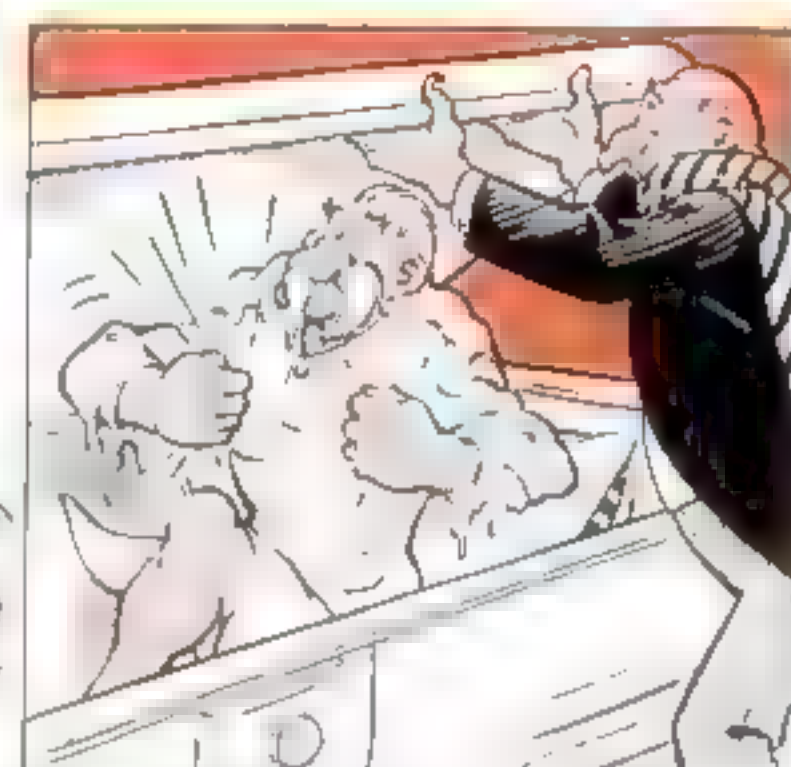
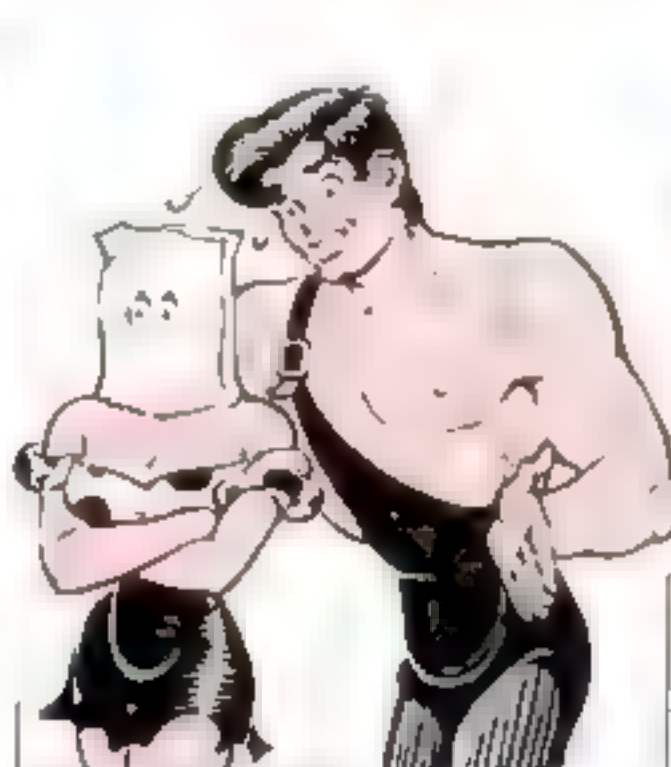
In June 1951 Daisy Mae became the reluctant bride-to-be of Hassan the Unspoiled, and Abner his reluctant headsman. In August 1951 he was given a scholarship to the Barbers College, Scalp U. Mammy sent him off proper, with the fabled Dogpatch Ham which never gave out. But it was just his luck to have, as a

roommate, Burping Buffalo, who was majoring in Scalp Treatments and needed assistance with his homework. With the help of Imogene Coma, Li'l Abner escaped with his head, only to have Nightmare Alice, the cut-rate Conjurin' Woman, her niece, Scary Lou and Doctor Babaloo of the Belgian Congo, try to bowl it.



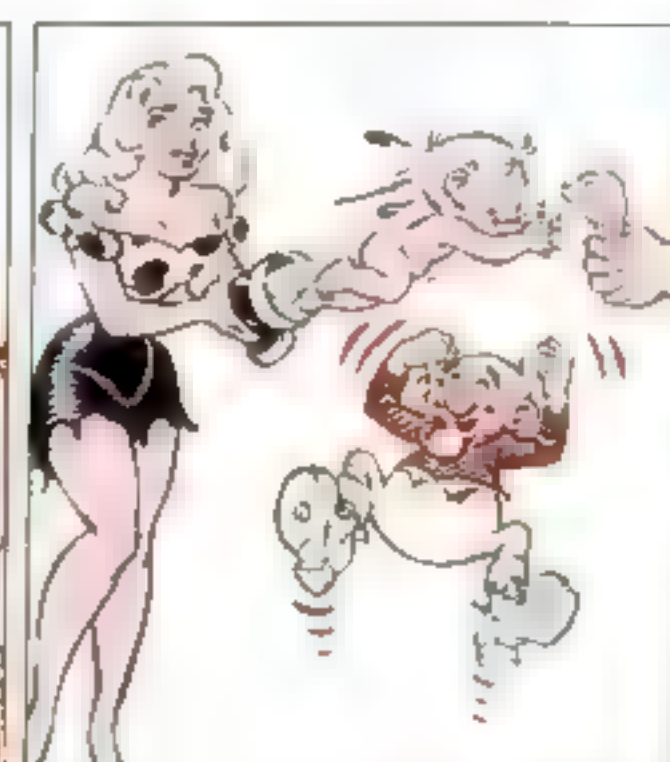
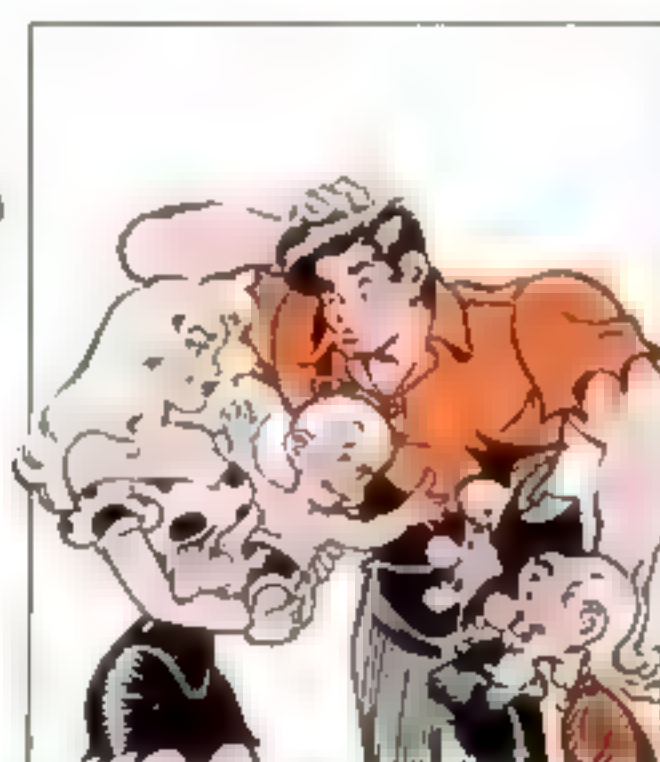
For 18 years indignant readers had been demanding, in waves of increasing violence and numbers, that I let Li'l Abner marry Daisy Mae. I'd been having a fine time, for 18 years, kidding America. However, the Senator McCarthy theory that anyone who laughed at his country was a dangerous traitor made

it un-safe to kid anything but something we all agree is absurd. So I decided to sit McCarthy out and kid marriage. Finally on March 29, 1952, I married them. Li'l Abner, Daisy Mae and the Dogpatch Ham started off on their honeymoon. Abner and the Ham had a fine time. Nobody paid much attention to Daisy Mae.



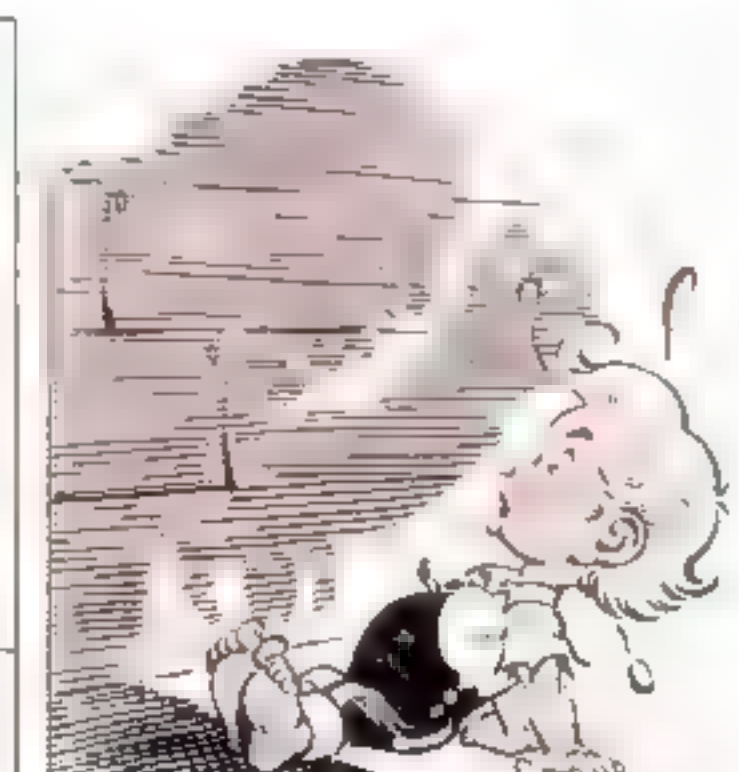
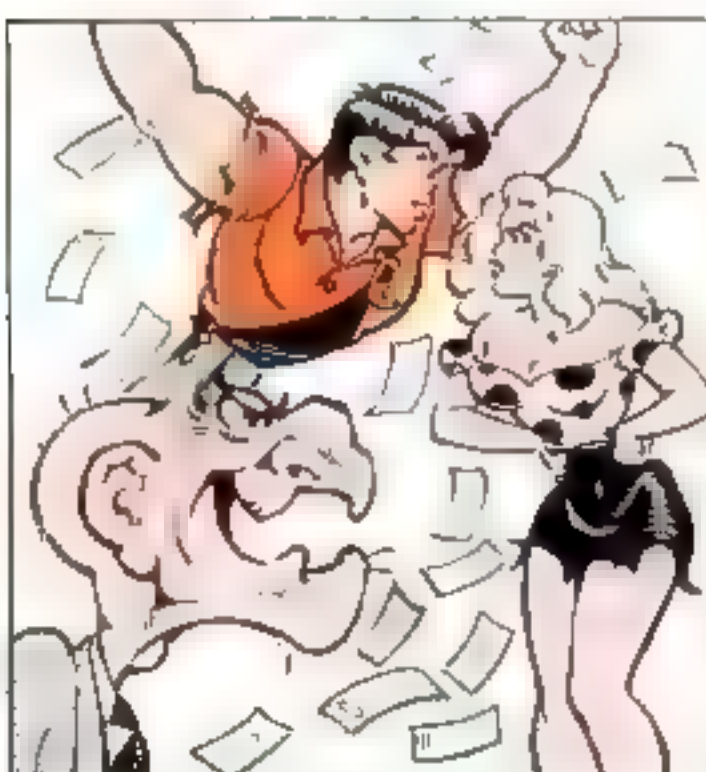
With a wife to provide for, Li'l Abner became chief designer and crescent cutter for the Little Wonder Penny Company. The Seraggs dropped in on them in September 1952, and in the massacre that followed, Daisy Mae's nose was broken. Humiliated by her resemblance now to Rocky Graziano, she retired into a paper

bag. In February 1953 that legendary gunfighter of the Old West, Wild Bill Hick-up, triumphantly finished up his 100-year sentence, was stopped on his bloody trail of revenge by Disgustin' Jones. In June 1953 out of his freezer came General Bullmoose ("What's good for General Bullmoose is good for the country!").



On August 27, 1953, after a pregnancy that ambled on so long that readers began sending me medical books, a baby was born. But readers' relief turned into anguish when the infant became wedged in a drainpipe, while being bathed in an unplugged sink. At his first sight of a pork chop, "Honest Abe" valantly leaped

out of his iron dappers. On September 13, 1954 "Tiny" Yokum arrived. Mammy had collapsed in a neighbor's house feeling rotten, 15 1/4 years ago. She woke up in much better shape, and left. Happening to be in Dogpatch for the first time since then, the neighbor returned the baby Mammy had had in her house.



Well, those have been the major inconveniences of Li'l Abner's life up to 1955. 1956 was hardly worth living either. Bilious, bitter, bachelor billionaire Chester Ghoul last month bet \$10,000 a week he would wreck Abner's happy marriage. He very nearly did. Two weeks ago Moonshine, pappy of Moonbeam McSwine,

horrified Boston's sensitive Henry Cabbage Cod with the McSwine Husband-Trapping system. Soon Abner will accompany General Bullmoose to Slobbovia to trap Bashful Bulgansk. As for Honest Abe, my heart bleeds for him. Slithering into his h'l life is MILTON, THE HIGHLY RECOMMENDED BABY SITTER.

Does she...or doesn't she?



Hair color so natural only her hairdresser knows for sure!

Makes you feel good just to look at her—so fresh, so sparkling! The rosy glow in her cheeks is natural. The glowing tone of her hair, which *looks just as natural*, is Miss Clairol!

And *that's* what's so great about Miss Clairol hair color! Snowlight, firelight, *any* light reveals only what one sees at a glance! Her hair is beautiful. The color is bright, lively... and the texture as young as the tone.

It takes only minutes to add lovely, lasting color to faded hair... to hide gray... to beauty-treat even the most difficult texture to new silkiness. Finished tone is always soft,

ladylike and Miss Clairol color *never* muddies or darkens.

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Super-spaceman needs refueling?

GRABABANANA!



Bananas . . . wholesome—and then some!



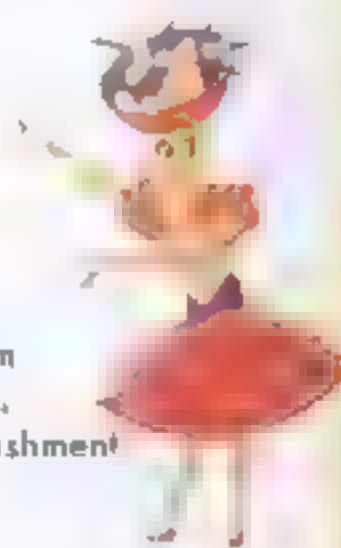
Choconana milkshakes — great drinking! Mash a banana in your blender. Add a glass of cold milk and 1 tbsp. chocolate syrup, mix. Or mash with a fork, and shake with milk and chocolate.



Banana funcakes. Start the day with a smile! For new and wonderful flavor, dice banana into your favorite pancake batter. For fun, make 'em plate-size big —top each with a big banana grin!

I'm Chiquita Banana and it's plain to see
That young and active gentlemen
Are most fond of me!
Their mothers shouldn't mind it —
What bananas do
Is give energy to youngsters . . .
And the same to you!
Any time you need a pickup
A banana's what to try — aye!
Sliced with milk you cannot beat 'em
Or you can simply peel and eat 'em.
For vitamins and minerals and nourishment
Bananas are just dandy
So keep bananas in your fruit bowl
And keep your fruit bowl handy!

To be sung to the tune of "Chiquita Banana"



**UNITED FRUIT
COMPANY**

LI'L ABNER CONTINUED

CAPP'S CARTOONS SET TO MUSIC

The most satisfying thing about *Li'l Abner* on Broadway is the faithful portrayal of Al Capp's characters, from bashful Abner himself to brassy Appassionata Van Climax (*below*). Capp had nothing to do with the show except okay the new plot and the authentic Dogpatch lingo written by Norman Panama and Melvin Frank. It begins when the U.S. Government decides that Dogpatch is "the most unnecessary place in the whole U.S.A." and orders everybody to move out so it can be used as a site for

atomic experiments. Abner rushes to Washington and, in his usual inept way, manages to save his home town.

As the plot unfolds, the citizens cut loose with some good songs by Johnny Mercer and Gene de Paul and superlative dances cos'ed by Michael Kidd who directed the whole show. The dancing reaches its finest frenzy in a Sadie Hawkins Day ballet when Dogpatch damisels, hungry for husbands, make their annual attempt to trap terrified males (*next pages*)

IN WASHINGTON OFFICE OF GENERAL BULLMOOSE (RIGHT) LI'L ABNER (PETER PALMER) IS STUNNED BY CHARMS OF APPASSIONATA VAN CLIMAX (TINA LOUISE)



CONTINUED

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MARRYIN' SAM, played by Stanley Kaye, sings show's best song, *Jubilation T. Corupione*, about Dogpatch's rascally Civil War hero whose statue looms above



ON SADIE HAWKINS DAY, when all the girls chase the boys, or look at them, it is with joy as victim couples will let arrow through as left.

AS LI'L ABNER (CENTER) FLEES WITH HIS CRONIES, BLOND DAISY MAE LEAPS

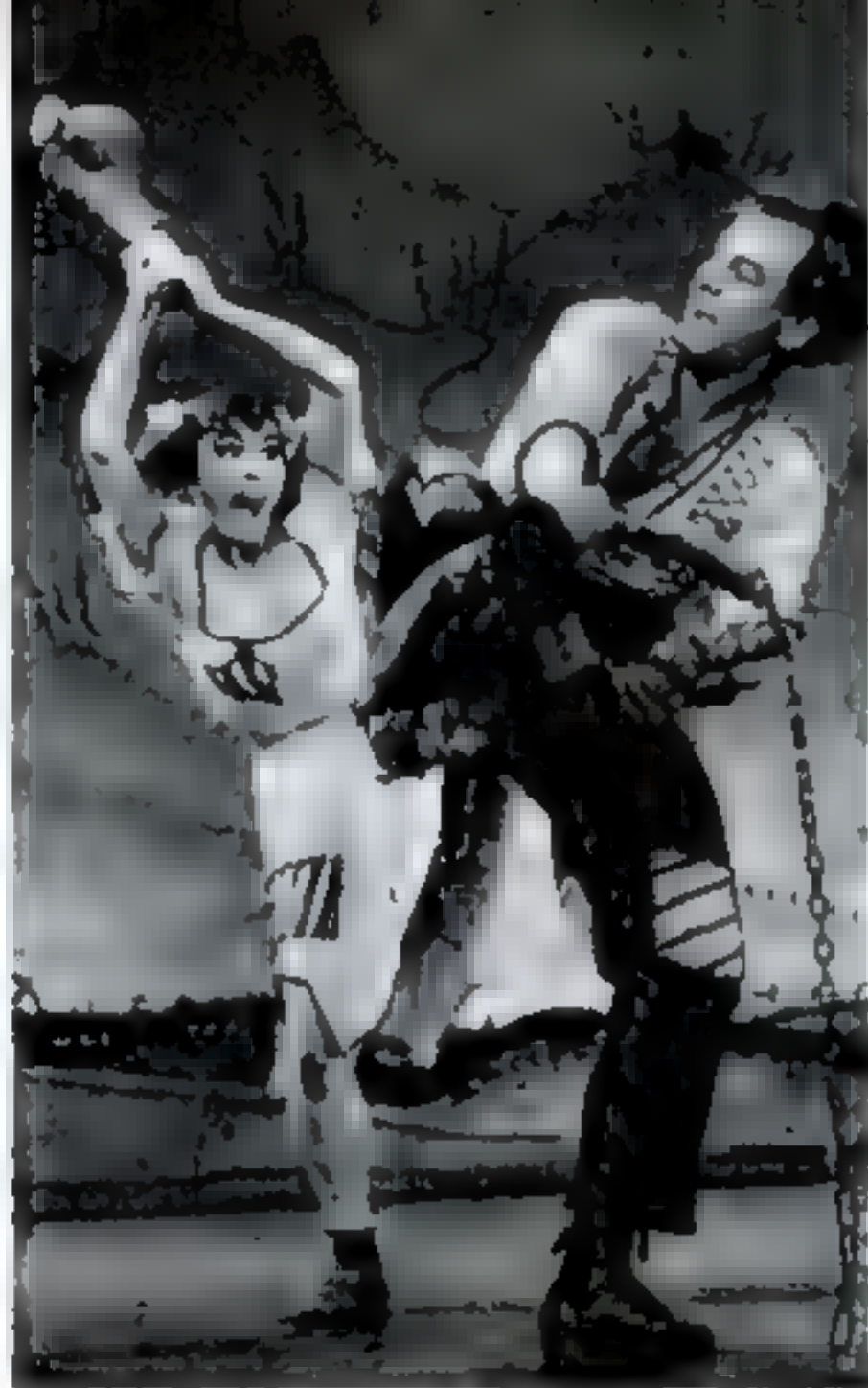


STUPEFYIN' JONES (Julie Newmar) whose allure is guaranteed to stupefy anyone, struts before Abner and apprehensive Daisy Mae (Edith Adams left)





WITH BUTTERFLY NET another Dogpatch girl runs after a frantic boy, who just barely escapes.



WITH A CLUB this girl takes an unfair advantage of her prey, who is already caught in a bear trap.



WITH HIS SUSPENDERS miserable young male is captured by a stubborn renegade who will not let go.

AFTER HIM, APPASSIONATA VAN CLIMAX STANDS BY (LEFT), SO SURE OF HER OWN SUCCESS THAT SHE REFUSES TO RUN. BUT DAISY MAE HAS FINAL VICTORY



Bicentennial For a Founding Father



PISTOLS USED
IN DUEL WITH BURR

U.S. MARKS BIRTHDAY OF ALEXANDER HAMILTON, WHOSE TALENT FOR GETTING THINGS DONE HELPED CREATE HIS ADOPTED LAND

JANUARY 11 is Alexander Hamilton's birthday and the start of a year-long celebration of the Hamilton Bicentennial. But whether this is really Hamilton's 200th birthday is a historical puzzle. Hamilton's birth was illegitimate (pp. 86, 87) and there is no record of the year it took place. The oldest document which mentions his name indicates he was born in 1755. By Hamilton's own guarded account he was born in 1757, and the later date has been accepted by a U.S. government commission.

The official bicentennial starts with speeches, parades and ceremonies in many places, from Hamilton's birthplace in the British West Indies (below) to Trinity Church yard in lower Manhattan, where he was buried after falling in a famous duel. A major project which continues through the year is the collecting and editing of all Hamilton's letters and writings by a staff under the direction of Professor Harold C. Syrett of Columbia University, which was Hamilton's alma mater. Funds for this work have been provided by Time Inc. and the Rockefeller Foundation, and the results will be published by the Columbia University Press.

Such attention is appropriate in any year, for Hamilton was one of the half dozen men who did most to create the American nation. He was the youngest of the Founding Fathers, and in glamor and executive talent he outshone them all. Hamilton was a penniless orphan, attending college in New York, when the Revolutionary War began. He enlisted at once as an American soldier and rose to be aide-de-camp and military secretary to General George Washington himself. At Yorktown (opposite page) he commanded two battalions in the final American drive to victory.

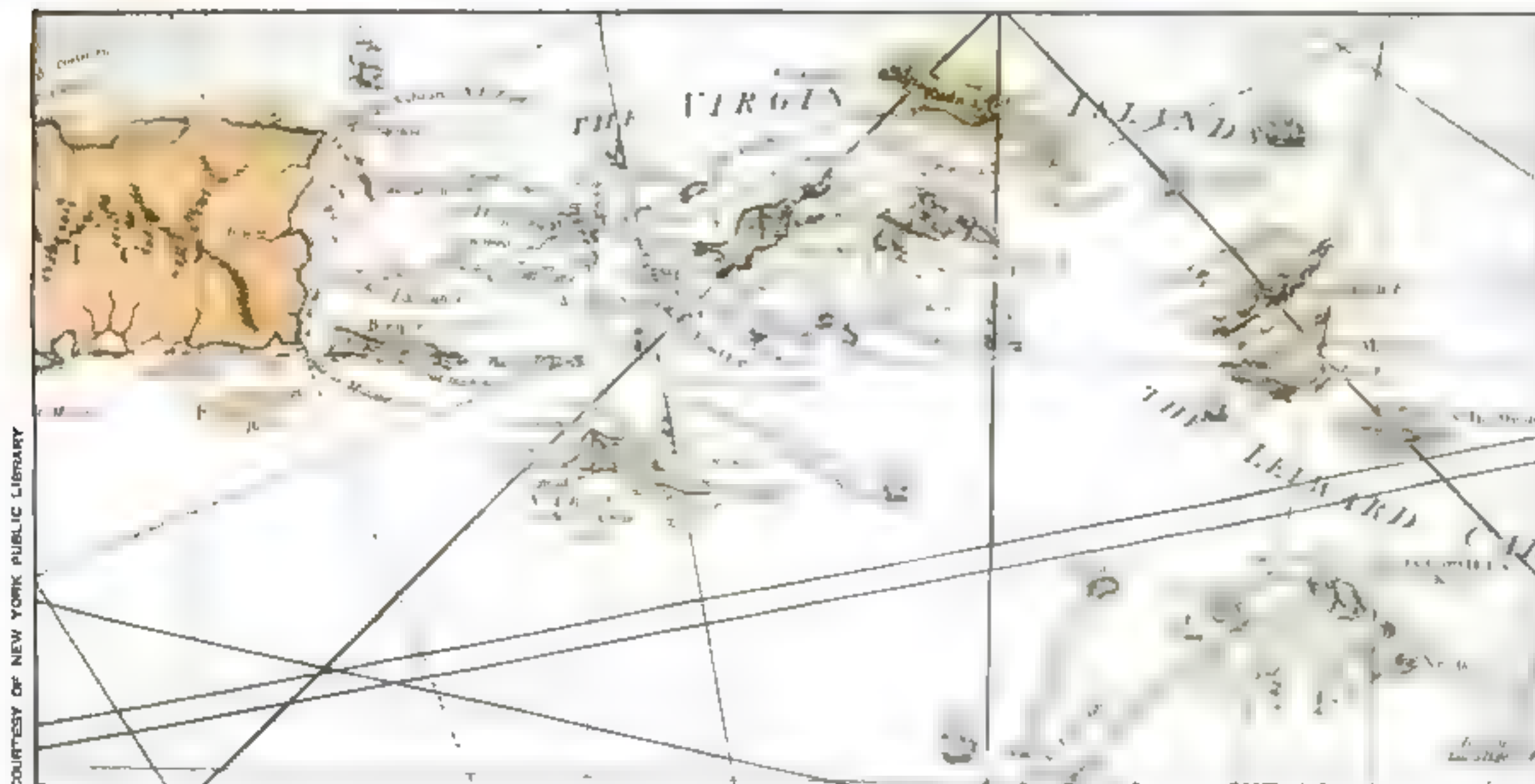
During the war Hamilton married into the prominent Schuyler family, and later he became a leading lawyer. But his real passion was for effective government, which was utterly lacking in the United States after independence was won. Working with Madison and Jay, his collaborators on the *Federalist* papers, Hamilton engaged in masterful political maneuvers which led to the adoption of the federal Constitution and its acceptance

by most of the states. Then he became President Washington's Secretary of the Treasury and righthand man in the first administration.

Here he did his greatest work, transforming the paper powers of the Constitution into a strong government. His measures for paying off the old war debts, encouraging manufactures and establishing a national bank secured the credit of the United States and started it toward industrial greatness. When opponents argued that his bank plan was unconstitutional, since the Constitution does not mention a bank, Hamilton successfully rested his case on Section Eight, which gives Congress the right to make laws for "the General Welfare." He thus formulated the famous doctrine of implied powers, which has been indispensable since.

In politics Hamilton was the natural leader of the Federalist party, which fought for the interests of business and property and tried with decreasing success to stop the nation's trend to Jeffersonian democracy. Yet in 1801, when Jefferson and his running mate, Aaron Burr, were tied in electoral college votes for President (old election procedure did not specify which man on the ticket was running for President, which for Vice President) Hamilton used all his influence to defeat the unscrupulous Burr's attempt to gain the presidency.

Three years later the frustrations of both Burr and Hamilton led to a polite but deadly quarrel over some private words of Hamilton's. By this time feuds and his outspoken mistrust of majority rule had virtually destroyed Hamilton's political standing. He could have extricated himself from the dispute with Burr without damage to his honor, but his pride forced him to fight. In the duel that followed a bullet from one of the pistols above fatally wounded Hamilton. But it restored him at once to the affections of his countrymen, and his reputation has been high ever since. Throughout American history, in every administration and party, there have been men who looked to Hamilton's vigorous realism—and his great example of executive initiative—as their most important guides.



HOMELAND of Hamilton was group of islands shown in old map of the West Indies. He was born on British Nevis (at lower right), grew up on Danish St. Croix (left, center) which is now part of U.S. Virgin Islands and has named its airport for him.

AT YORKTOWN (opposite) in 1781 Hamilton wears the resplendent uniform of a U.S. lieutenant colonel. At his own request he helped lead last bayonet charge against the entrenched British lines.



ON LOAN TO THE MUSEUM OF THE CITY OF NEW YORK



BIRTHPLACE of Alexander Hamilton, according to a local tradition, was this ruined brick mansion in Charlestown, the principal town on the island of Nevis. On his mother's side Hamilton belonged to a socially prominent French Huguenot family. Her father, John Faucett, was a well-to-do doctor and planter on Nevis.



HIS MOTHER'S PRISON, where she was confined in 1750 for refusing to live with her lawful but hated husband, was this old Danish fort at Christiansted, St. Croix. Nine years later, after she had run away and borne James Hamilton two children, the husband obtained a formal decree of divorce from the local court.



OLD SUGAR MILL on St. Croix is a relic of the plantation economy which made some of Hamilton's relatives rich and bankrupted others. The store where Hamilton clerked in his early teens dealt in planters' supplies. He showed such ability that his employer helped raise funds for his education on the mainland.

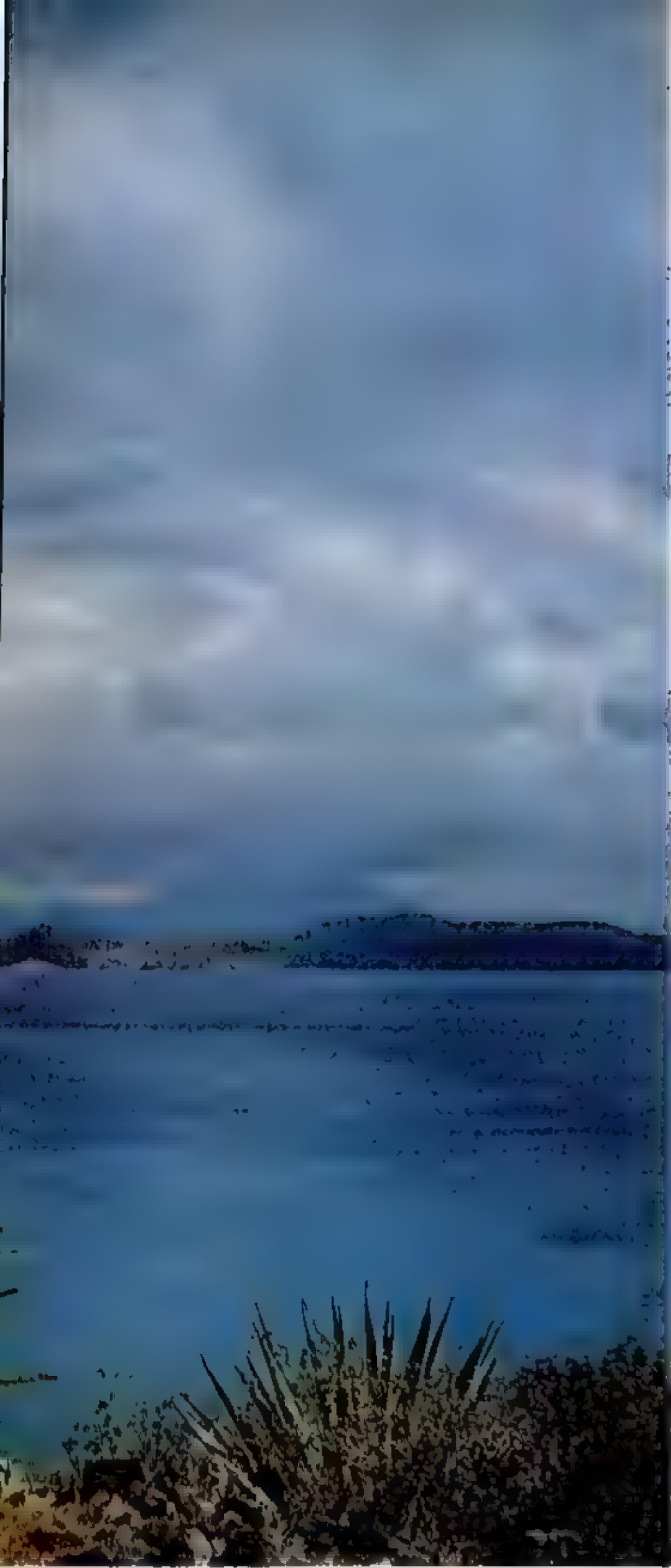


ST. KITTS AND NEVIS are separated by a two-mile strait across which, in this photo taken on St. Kitts, the 3,596-foot-high peak of Nevis is seen pushing into the

Troubled background

The complicated love story of Hamilton's parents was enacted on the tiny tropical islands of St. Kitts, Nevis and St. Croix. His mother, Rachel Faucett, was married while a young girl to an older merchant of Danish St. Croix named John Michael Lavien. The marriage was unhappy and Rachel left her husband, who had her put in jail for desertion. After this harsh treatment, Rachel went to live with her mother on British St. Kitts. There she fell in love with James Hamilton, a wandering trader of noble Scottish birth.

Under 18th Century law a wife who had left her husband had no right to



clouds. Hamilton must have sailed these waters often with his father, who made daily journeys between the islands as a trader. At left is a century plant in bloom.

in West Indian isles

a divorce. But Rachel and James Hamilton lived as man and wife and were apparently so regarded by their neighbors. They had two sons, James and Alexander. The father's business did not prosper and he moved his family back to St. Croix, where he deserted them in 1766. Rachel struggled to support her sons by running a small store. When she died in 1768 almost all her property was seized by her former husband. James Hamilton lived on until 1799. In his old age he exchanged fond letters with his famous son, who begged him in vain to come to the U.S. and helped him with drafts of money.



FAMILIAR SCENE to young Hamilton was the town and harbor of Christiansted, seen here from a steeple balcony of the first church built on St. Croix. When a destructive hurricane struck St. Croix in 1772, Hamilton described it in a letter that was printed in the island newspaper and won him local fame.

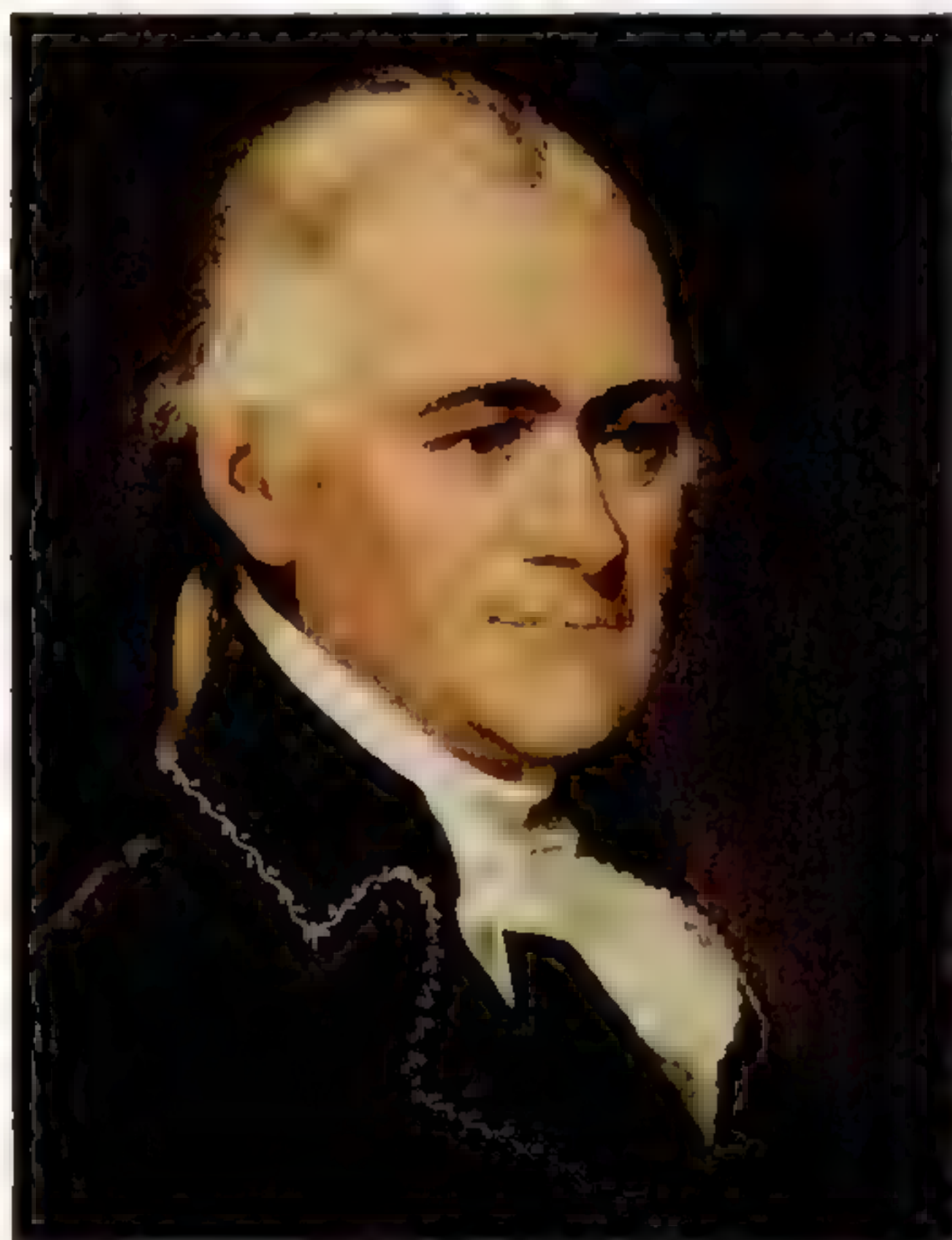


FAMILIAR ROOM for Hamilton was the parlor in The Grange, a St. Croix mansion owned by James Lytton. A relative of Hamilton's mother, Lytton helped her and her sons after their father abandoned them. Later his family's fortunes failed and his son Peter Lytton, who was Alexander's guardian, committed suicide.



KING'S COLLEGE in New York, now Columbia University, had Hamilton as a student when American Revolution broke out. In this old print the college, then

located in lower Manhattan, is the large building in background with Trinity Church spire at right. Hamilton excelled in all studies, especially oratory and debate.



MATURE HAMILTON was painted by Ezra Ames in 1802, two years before Burr's bullet killed him. The strong features are here softened by sadness, for by this time Hamilton's political career was ended, and so was the life of his oldest son Philip who was killed—as his father was to be—in a tragic 'affair of honor.'



HAMILTON'S WIFE, Elizabeth (Betty) Schuyler, belonged to one of New York's proudest families. Hamilton courted her as a young officer and married her in style in 1780. She was intensely loyal to her husband. After his tragic death she spent 48 years of widowhood zealously guarding and promoting his fame.

GIVEN BY OF MISS EDWARD J. M. & MOORE

ON LOAN TO THE MUSEUM OF THE CITY OF NEW YORK



FAMILY HISTORIAN, Alexander Hamilton, 42, Episcopal clergyman of Norwalk, Conn., will conduct service at National Cathedral at bicentennial start.

A living family pride

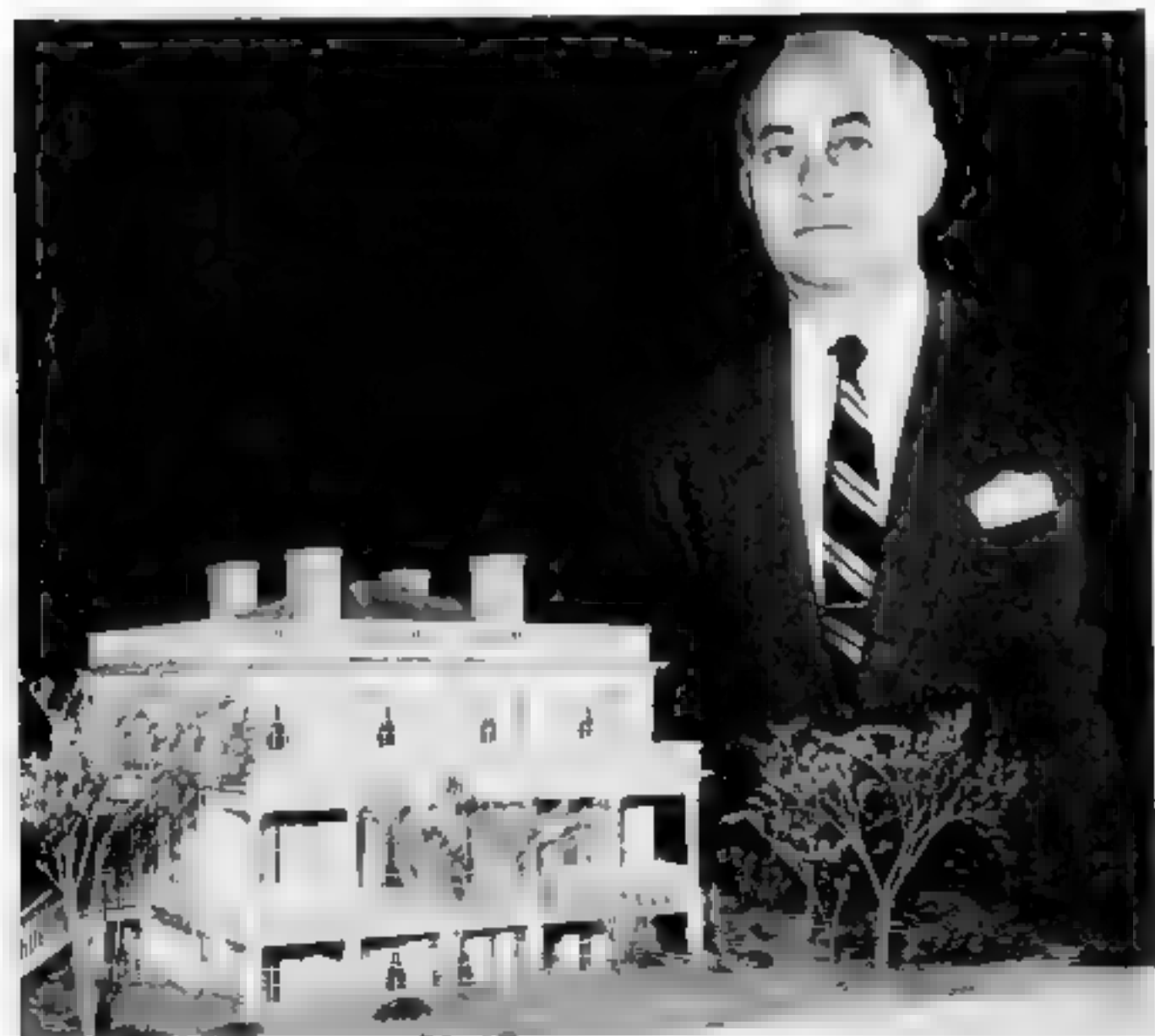
The original Alexander Hamilton left five sons who all became prominent lawyers or military men. One of them, also named Alexander, served in the British army under Wellington in Portugal and then fought in the U.S. Army against the British in the War of 1812. A later

Alexander was a Union general in the Civil War. Still another descendant, Air Force Brigadier General (Ret.) Pierpont Morgan Hamilton, now living in Santa Barbara, Calif., won the Congressional Medal of Honor in 1943 by going ashore under heavy fire in North Africa to arrange a truce with the French authorities. He later prepared the basic drafts of the Japanese surrender terms.

The continuing pride which all Hamilton's progeny have felt in his name and fame is exemplified by the two present-day Alexander Hamiltons who are pictured here, members of the fifth generation since their Revolutionary ancestor.



HAMILTON HOME is now lost in a modern New York.



FAMILY SPOKESMAN, Alexander ("Sandy") Hamilton, 53, of New York, heads drive to move and restore his ancestor's home, The Grange, as in model.

Stomach **UPSET?**

Indigestion? Nausea? Diarrhea?



**Hospital Tests prove
Pepto-Bismol works where
Soda and Alkalizers fail!**



1 Pepto-Bismol helps soothe in the stomach... where overdoses of soda and alkalizers may actually prolong the upset!

2 Pepto-Bismol also helps calm distress in the intestinal tract... where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes both the irritated stomach and intestinal walls with a gentle coating action. It helps retard gas formation; calm heartburn, nausea. Controls simple diarrhea—without constipating.

PS. MOTHERS! Pepto-Bismol is effective, mild, safe for children, too. They love its wonderful flavor.



Take Hospital Tested

Pepto-Bismol®

...and feel good again!

The Original HOLLYWOOD SKUF SHINE
by makers of famous Sani-White
COVERS SCUFFED SHOES... NO BRUSHING!
SHINES TO A BRILLIANT GLOSS
HOLLYWOOD SHOE POLISH, INC.
RICHMOND HILL 19, NEW YORK

A-I Worcestershire
Flavor hike for Hamburgers

Estee DIETETIC CHOCOLATE
Only 17 calories per section
Available at leading Dept., Dietetic & Drug Stores, or
ESTEE, 3492 Broadway, New York 32, N. Y.
DEALER INQUIRIES INVITED

HEMLAST
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For outstanding quality, for better value
be certain to ask for Hemlast products.
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TIME TO CHANGE TO
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Gebhardt's CHILI POWDER
the ORIGINAL chili flavor!
• The original blend of Ancho-Chili pods, sun-dried in Old Mexico.
• No salt or filler added! It's all active flavor!
• Grinder-fresh. Sealed in glass!
GOES TWICE AS FAR!
MADE IN Sunny San Antonio
Gebhardt's
FINE MEXICAN FOODS

GOT A COLD?
NOTHING WORKS LIKE
MENTHOL
TO BRING
YOU FAST
RELIEF

Unlike "candy" cough drops, Luden's Medication actually works to clear up your nose, soothe your throat. Get this fast, medicated relief TODAY!

LUDE'S MENTHOL COUGH DROPS

More People Rely on Luden's Than Any Other Cough Drop



Publisher's Preview

LOOKING

THE CRUISE OF THE 'VARUA'

Color photographs of this exciting South Seas voyage inaugurate Lark's new "Great Adventures" series.

AHEAD AT LIFE IN '57

Aboard a brigantine as it bows down in stormy Samoan waters you brace your feet against a slanting deck, slippery with motion and brine. Aloft, red sails billow against the turbulent gray of the Pacific, and beyond the yawing bowsprit you sight land, a mysterious mingling of gentle palms and exotic natives.

There's the kind of adventure we've all dreamed about as kids. And as grownups are still waiting to experience. But in the Feb. 25 issue of LIFE, when our editors launch a major new series, "Great Adventures," those of us who have so far missed the boat will be able to share with Photographer Eliot Elisofon all the danger and exhilaration the South Seas can offer. In 16 pages of magical color photography, the storied islands, the tropic seas come remarkably alive. Later in the year you'll welcome other vicarious adventures in this unusual series as thrill-seeking travelers record the perils and dangers of exciting treks they will be taking by jeep from Nepal to Paris, by light plane over the mountains and jungles of Latin America, by dogsled across the vast and frozen Antarctic, on safari in Africa.

"Great Adventures" is just one of the big color series you'll be enjoying in LIFE in '57. "The Epic of Man" will continue to re-create in wonderfully imaginative paintings the way of our ancient forebears. And Winston Churchill's "History of the English-Speaking Peoples," aided by specially photographed color portfolios, will retrace the more modern development of our American heritage.

Many of the other features now being planned by the editors which will add fun, surprise, excitement and information to your reading hours are listed below. But even this considerably varied catalogue can't begin to describe the magazine LIFE will be in 1957. For the heart of LIFE is the newpicture story. And news cannot be predicted. Whatever the news—be it discovery, disaster, statesmanship or rebellion—LIFE will bring it to you with imagination, speed and the kind of sensitivity that recently prompted Mrs. John Melin of Brookfield, Ill. to extend this congratulation to LIFE's editors:

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The World's Most Beautiful Gardens	The World Oil Crisis	Top International Showman
TV's Top Saleslady	Sporting Guns	The Russian Revolution
		The Country Lawyer

Wild West Out East

FIGHT AND FURY FILL AN EXCITING JAPANESE FILM

Sixteenth Century Japan, like the Wild West of the U.S., was a land of howling warriors and drumming horse hooves. Knightly samurai and evil bandits engaged each other and sometimes virtue triumphed. This era is celebrated in a Japanese film called *The Magnificent Seven*, a warm, furiously exciting and gently

satiric tale about the knights of Nippon now in New York. Made by Akira Kurosawa, whose *Rashomon* scored Japan's first big film hit in America (*LIFE*, Jan. 21, 1952), it tells of seven hungry heroes who, for bowls of rice, engage to protect a village. They do, magnificently, and those who die receive fine funerals.

A WARRIOR, one of the seven dedicated samurai defenders of the farmers, shouts with the fierce joy of battle as the enemy attacks the village defenses.

A BANDIT on horseback breaks into the village and thus falls into the samurai trap. The heroes let the bandits ride in one by one and then killed them off.

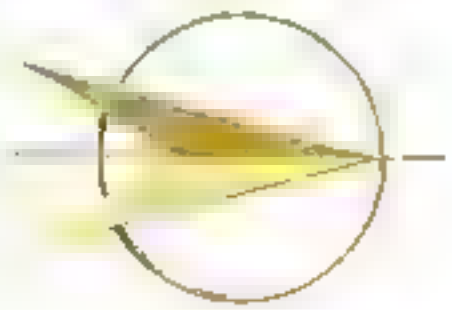
HONORS are paid dead. The survivors stick a dead samurai's sword into his grave in scene whose beautiful composition is hallmark of Japanese artistry.





Swept-Wing Dodge Custom Royal 4-Door Sedan.

Step into the wonderful world of **AUTODYNAMICS**



It breaks through the vibration barrier!

*It unleashes a hurricane of power
It tames a tornado of torque
It is swept-wing mastery of motion*

Autodynamics brings you everything new from road to roof . . . from race car torsion bar suspension to Push-Button TorqueFlite Drive. It's yours in a low-slung beauty only 4½ feet high! Up to 310 hp.

Can you conceive what it is like to sweep along in a "Realm of Silence," isolated and insulated from engine vibration, noise and road shock? This, too, is part of the wonderful world of Autodynamics created for you in the Swept-Wing Dodge. Through the magic of a revolutionary new rubber-mounted suspension system—Dodge Torsion-Aire—you experience new mastery of motion: on the straightaway, up hills, around curves. You have never seen, felt, owned anything like it.

SWEPT-WING '57

Dodge

Good food deserves
the best cracker!

PREMIUM Golden

They're not just toasted!

They're not just browned!

The radiant Golden Glow,
exclusive with Premium,
makes 'em tastier, flakier,
snapping crisp.



ON THE WEST COAST
you'll find the same delicious
crackers with new Golden Glow
in the RED package. Look for
Premium Snow Flake Salt near

NATIONAL BISCUIT COMPANY®



SALTINES WITH NEW Glow



**FOR YOUR DRYNESS.
YOUR HIGHNESS...
THIS FRESH, CLEAN TASTE!**

• Whatever level you operate at—a dry throat is a dry throat. And a fresh, clean taste is what you need for it.

Not just "something cold", mind you . . . but 7-Up . . . the sparkling drink that not only tastes fresh and cool going down, but leaves your mouth and throat cool when you *finish* the bottle. Results? No stickiness . . . no come-back thirst . . . just a real cool you.



*You like it...
it likes you!*

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Nothing does it like Seven-Up!



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AHEAD AT LIFE IN '57

Aboard a brigantine as it bows down in stormy Samoan waters you brace your feet against a slanting deck, slippery with motion and brine. Aloft, red sails billow against the turbulent gray of the Pacific, and beyond the yawing bowsprit you sight land, a mysterious mingling of gentle palms and exotic natives.

There's the kind of adventure we've all dreamed about as kids. And as grownups are still waiting to experience. But in the Feb. 25 issue of LIFE, when our editors launch a major new series, "Great Adventures," those of us who have so far missed the boat will be able to share with Photographer Eliot Elisofon all the danger and exhilaration the South Seas can offer. In 16 pages of magical color photography, the storied islands, the tropic seas come remarkably alive. Later in the year you'll welcome other vicarious adventures in this unusual series as thrill-seeking travelers record the perils and dangers of exciting treks they will be taking by jeep from Nepal to Paris, by light plane over the mountains and jungles of Latin America, by dogsled across the vast and frozen Antarctic, on safari in Africa.

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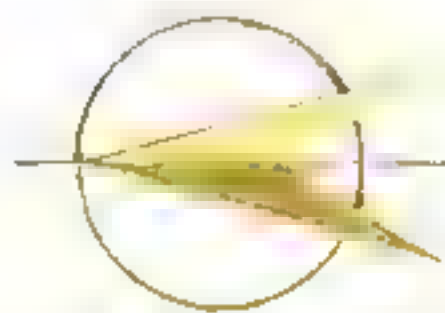
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It unleashes a hurricane of power

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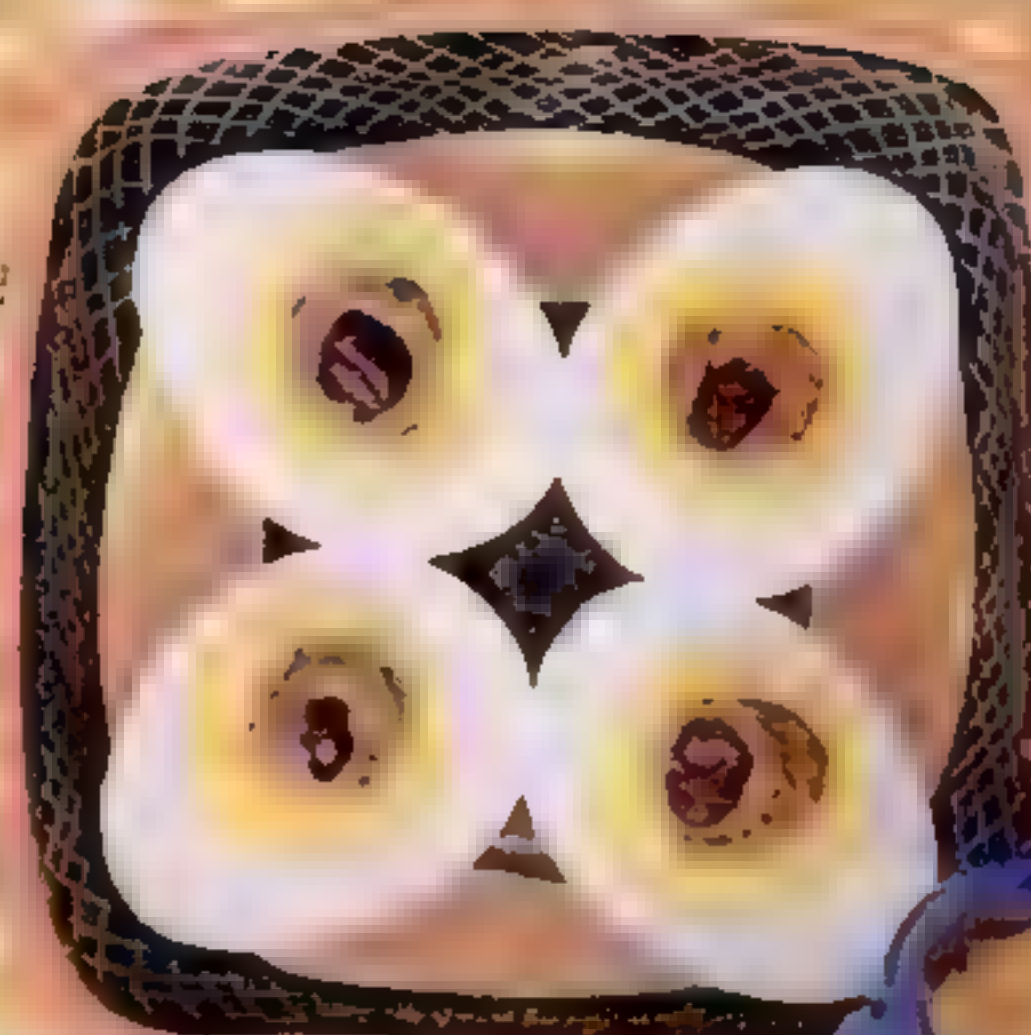
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you'll find the same delicious
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They're not just toasted!
They're not just browned!
The radiant Golden Glow,
exclusive with Premium,
makes 'em tastier, flakier,
snapping crisp.

Premium Golden

Good food deserves
the best cracker!



PREMIUM
SALTINES
thin crisp
NEW **LOW CARB**
MAKES EMULS 12

PREMIUM
SALTINES
thin crisp
MAKES EMULS 12

LOW

SALTINES WITH NEW



Nothing does it like Seven-Up!

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it likes you!*



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**FOR YOUR DRYNESS.
YOUR HIGHNESS.
THIS FRESH, CLEAN TASTE!**



elderly people and hence of doctors and nurses, one of the most respected medical men was Dr. John Adams. He had many patients in the town, a place much like St. Petersburg, Fla. where well-off people retire to live out their years. But after 34 years of prosperous practice, Dr. Adams became the central figure in a celebrated criminal case. Next week he comes up for hearing in court, charged with the murder of a patient. For some time there had been gossip in Eastbourne that Dr. Adams' patients were remarkably generous to him. In England it is common for the elderly to bequeath something to their doctor. But Dr. Adams had done uncommonly well, even for a man who left his bed at any hour to cater to octogenarian whim and took patients for salubrious country drives (Doctors changed their wills in his favor, it was said, and then they died. Some gossipers wrote their suspicions anonymously to the police but for a time these suspicions were not acted on. After all, even the chief constable's wife was an Adams patient. Then, last March, Alfred John Hullett died—and four months later his wife also died. Both were patients of Dr. Adams and had left him a bequest and a Rolls-Royce. Scotland Yard dispatched gentlemanly Herbert Hannam to Eastbourne. His bowler-and-boutonnierre apparel has earned him the nickname of "The Count," but patience and probity have made him a detective super-intendent on the Yard's murder squad. Hannam went to work (next page).

In the genteel English seaside resort of Eastbourne, which is full of elderly people and hence of doctors and nurses, one of the most respected medical men was Dr. John Adams. He had many patients in the town, a place much like St. Petersburg, Fla. where well-off people retire to live out their years. But after 34 years of prosperous practice, Dr. Adams became the central figure in a celebrated criminal case. Next week he comes up for hearing in court, charged with the murder of a patient. For some time there had been gossip in Eastbourne that Dr. Adams' patients were remarkably generous to him. In England it is common for the elderly to bequeath something to their doctor. But Dr. Adams had done uncommonly well, even for a man who left his bed at any hour to

A prosperous English medical man is charged with the murder of one of his many aged benefactors

THE CASE OF THE KINDLY DOCTOR

JOHN BODKIN ADAMS, M.D., AT 57, RESEMBLED A MIDDLE-AGED KEMPIE DOLL IN A PICTURE MADE ONLY MINUTES BEFORE HIS ARREST ON A MURDER CHARGE





FOR MANY GUESTS DAY STARTS WITH BREAKFAST IN BED, ENDS WITH A STRING ENSEMBLE CONCERT



THE LATE EDITH MORRELL, who died at the age of 81, left a Rolls to her son, but with instructions that it should ultimately go to Dr. Adams. It did.

EXHUMATION of the body of Julia Brahman, an other Adams patient, occurred on a foggy day in Oaklynge Cemetery. A canvas screen shielded grave.

EVIDENCE AND BODIES

Trinity Trees, which is Dr. Adams' home. This time he arrested Adams on a charge of murdering Mrs. Edith Morrell in 1950. The detective quoted the doctor as saying, "I did not think you could prove murder; she was dying in any event." Then the exhumation of two other Adams patients' bodies began.

To some observers this was highly significant. Did Hannam have a case? He had accused Adams of killing Mrs. Morrell but she had become ashes six years before. If Hannam could prove murder without producing the victim's body he would pull off the slickest detective job in years and produce a notable British trial.





You

Remember how refreshing a dip in the surf can be?

can feel like this... when you refresh with **Milk**

Milk is refreshment that lasts, the pickup that *keeps* you picked up—your energy and spirits renewed and refreshed by milk's natural sugars, minerals and proteins.

Have a glass of milk at mid-morning ...with the kids after school...at bedtime. Doesn't it taste good? And doesn't it make you feel *great*?



**Drink 3 glasses
every day!**

Milk gives you needed calcium. To function properly, your heart muscles and nerves need calcium. Milk is high in calcium as well as protein. Both are helpful in maintaining health and vitality.

**You never outgrow
your need for milk!**

AMERICAN DAIRY ASSOCIATION • Chicago

Representing the dairy farmers in your area

See "Disneyland" on ABC-TV



© 1957, AMERICAN DAIRY ASSO.



Fred Maytag II, President, The Maytag Co., as photographed by Sarra

Fred Maytag launches his biggest promotion with 15,110 telegrams

"We wanted a dramatic way," says Fred Maytag, "of notifying our entire dealer organization from coast to coast of the biggest sales promotion in our history. Naturally, we wired. The Maytag Company, which recently produced its 10,000,000th washer, has come to depend on the telegram for all sorts of things—like sales reports, shipping arrangements, price changes and order information. It's fast and puts you in writing to avoid misunderstandings."

More than a million times a day, business finds it wise to wire. Telegrams quote prices, confirm orders, route shipments. Speed plus the written record make the telegram essential.

DO YOU KNOW about Western Union's *One-to-many Message Service*? You make up one message, together with a list of the people to whom it is to be sent. Western Union does the rest—wires everyone on the list simultaneously!

 **WESTERN UNION**
TELEGRAM

ON ANY OCCASION ...

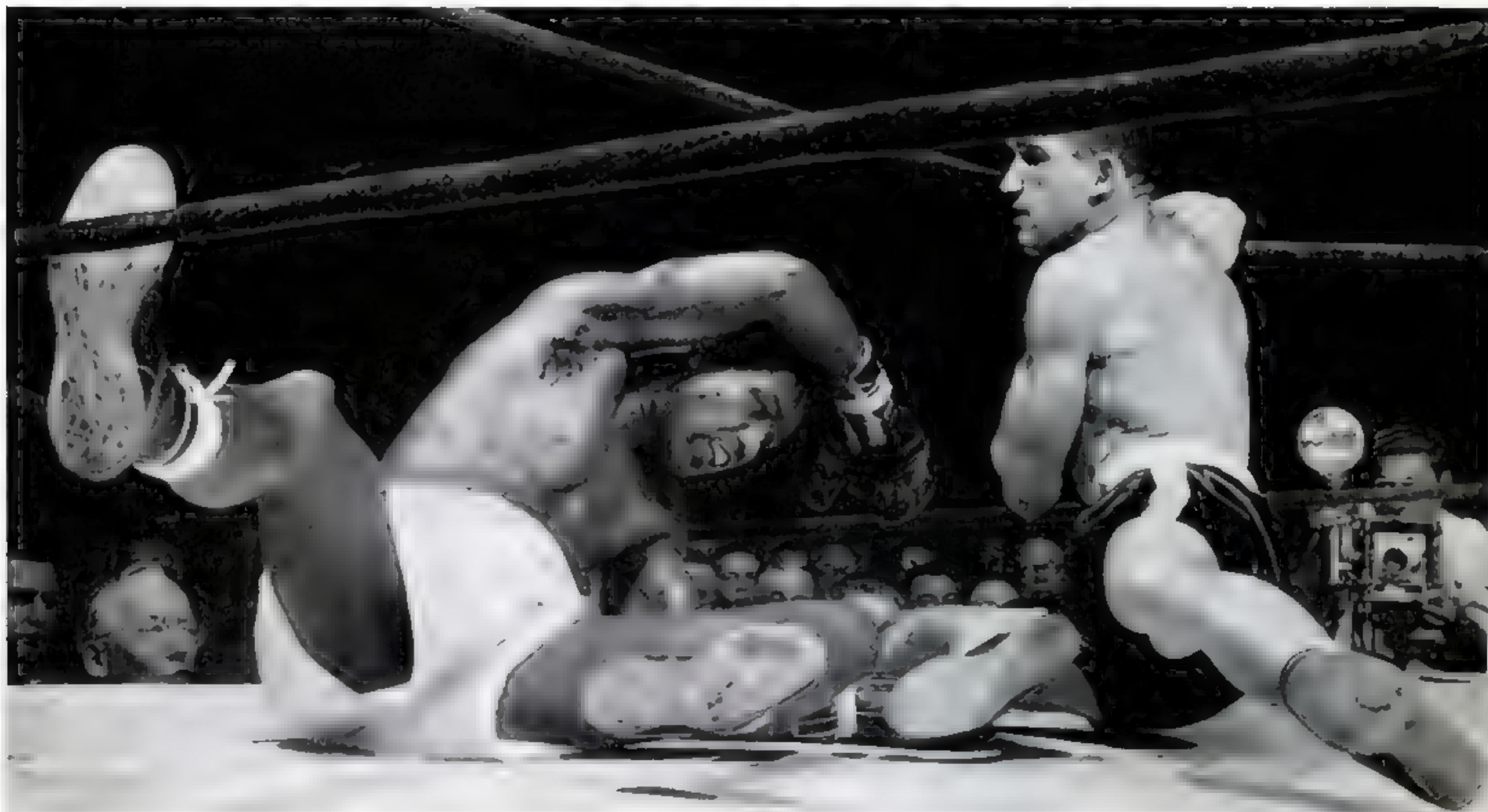
IT'S WISE TO WIRE!

A COUNTRY BOY ROUGHS UP AN OLD CHAMP



WITH FELLOW WELDERS, Gene (center) stands inside Bingham, Utah copper plant before leaving

for title fight. An apprentice, he hopes to earn journeyman rating to support family after fight career.



THE CLUMSY SPECTACLE OF THE TITLE FIGHT IS SHOWN IN THE SIXTH ROUND AS BOTH ROBINSON AND FULLMER SPRAWL AFTER PULLING OUT OF A CLINCH

Fullmer's brawn outweighs Robinson's aging skills

Gene Fullmer, a 25-year-old welder's apprentice from West Jordan, Utah, came to New York with a fighter's resolve to win the middleweight championship of the world and a country boy's reservations about the city. "I just don't like New York," he says. "It scares me." But of his opponent, the wily Sugar Ray Robinson, Fullmer had no fear at all.

Following the presight plan of his manager, Marv Jenson, a neighbor and fellow mink farmer, Fullmer in the ring put the relentless pressure of youth and strength on the 36-year-old champion, mauling and pushing and ceaselessly punching. His crowding tactics sent both him and Sugar Ray sprawling around the ring in grotesque clinches—and once, together, to the floor. After 15 rounds of grueling but guileless fighting, Gene Fullmer was the new champion.

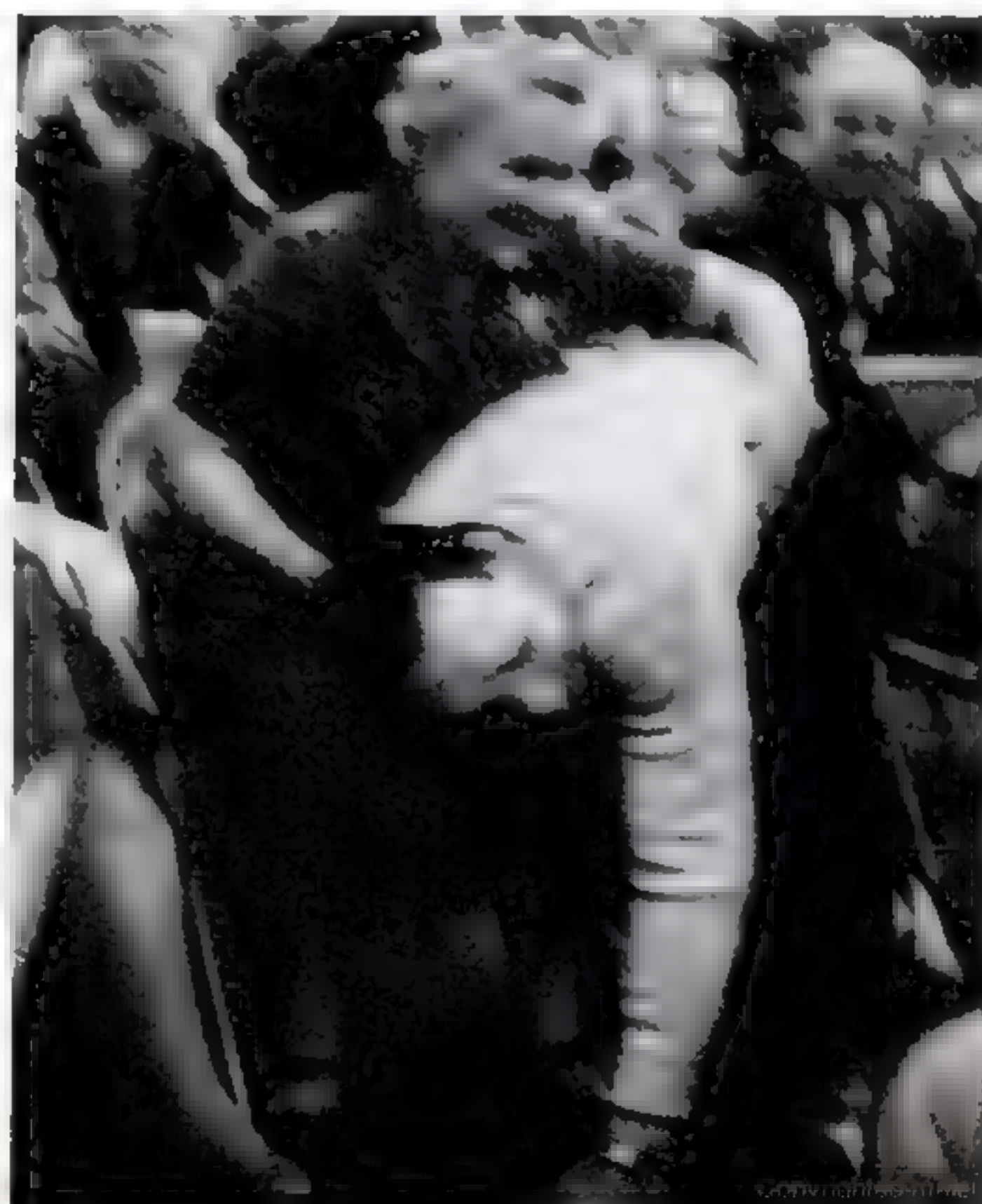
Out of the ring, Fullmer again assumed his unpretentious, rural ways. He picked up his small (\$20,915.40) share of the gate receipts, but after his regular 10% tithe to the Mormon church and his manager's cut, he would net about \$7,000. Robinson received \$138,000. Then, going back home, he took his parents for some fun at the Cat-kill mountain resort where he had trained for the title fight (next page).



HEAPED WITH WIRES wishing him good luck before the fight, Fullmer reads the names on the 36-foot telegram sent by 1,152 fans from his native Utah.



IN HYPNOTIZING ACT, Gene tries unsuccessfully to pull apart hands of his father, Lawrence Fullmer, who had been put under spell by hypnotist (center).



FAULTY FOOTWORK during a game of "Simon Says" disqualifies Fullmer as Grossinger Activities Director Lou Goldstein deliberately tries to mislead him.

NEW CHAMP'S POSTFIGHT FUN

At his old training camp in Grossinger, N.Y., the new middleweight champ eagerly joined his parents in parlor games which he played with the uninhibited glee of a boy at his own birthday party. Unsophisticated and practical, Fullmer does not expect to change much because he is champion. "Why should I be anything but what I am?" he says. He intends to keep his job at the Utah copper foundry where his father is a foreman. Before he won the title, Gene completely supported his wife and child on his wages as a welder and frugally saved his ring earnings. He spent \$20,000 of his savings for a mortgage-free home. A devout Mormon, he does not smoke or drink. He is proud of his strength and ability but not boastful. When told that Sugar Ray had said he would take him in a re-match, Gene commented, "Good. It will help the gate."

ENJOYING HIMSELF, Gene joins mother in hypnotist's game (top right), then starts laughing (middle) so hard he tumbles (bottom) and is grabbed by mother.



Harry Anderson

PERHAPS it has happened to you. You've been sick, and your doctor hands you a prescription for one of the new medicines. When you get it filled and find out the cost, it may seem a mighty high price to pay.

But think what that prescription may do for you . . . get you well, get you back on the job sooner and possibly even save your life.

Actually, with the new and more potent drugs,

many an illness costs less today than ever before. Twenty years ago, for example, hospital patients stayed an average of 14 days, as compared with 9 days average now.

An appendicitis operation used to mean 3 weeks in the hospital . . . now it's usually 5 days. And pneumonia patients, if they survived, had to stay 3 to 6 weeks. Now they're usually home in a week . . . if they leave home at all!

When you consider what today's more effective medical care can do for you and your family—in saving lives, speeding recoveries, preventing complications, easing worries—you appreciate what good value you're getting.

In fact, prompt and proper medical care may well prove to be the biggest bargain that will ever come your way.


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MAKERS OF MEDICINES SINCE 1866

Working with your physician, your pharmacist and your hospital to make modern medical care one of the most rewarding investments of your life

The Tools



MANY-SIDED VIEW of behavior is available to psychologists through testing. At top, glasses which make world appear upside down test ability to adjust. At left a girl is examined in reading, at right a boy takes an I.Q. test. At bottom earphones reverse sound direction to force wearer to re-orient himself. Pressure bottle is used to measure smells. A Rorschach ink blot is part of famous test with which psychologists assess subject by interpretation of abstract patterns.

Psychologists Invented

TESTS AND EXPERIMENTS SHOW HOW WE REALLY SEE AND HEAR,
HOW TO LEARN EFFICIENTLY, HOW HEREDITY AFFECTS INTELLIGENCE

BY ERNEST HAVEMANN

Last week's opening instalment of LIFE's series on psychology told how this new science of human behavior has become a widely influential but widely misunderstood factor in every aspect of U.S. life today. This week the series takes up the science's basic experiments and discoveries.

EVER since the time of Democritus, about 2,400 years ago, wise men have argued over how people see, hear, feel and taste. Democritus came pretty close to guessing the truth, for it was his theory that all objects must give off some kind of invisible substance which penetrates our pores and impinges itself upon our brains. But Democritus and all the philosophers who followed him, up to the time of our present scientific age, really had no way of proving whether they were right. Their method was to sit around and speculate. The trees and brooks that we see—are they actually there or are they just an illusion, something that we imagine? Does the world look alike to any two people? If a tree (granted that there is such a thing as a tree) falls where no one is around to hear it, does it make a sound? These questions were debated for centuries without a verdict, each philosopher being free to spin his own answers and argue them to his heart's content.

When the first modern scientific psychologists set up shop around a hundred years ago, they too were naturally interested in the age-old mystery of how man gets his impressions of the world around him. The whole explosive process by which the new science burst upon the American scene, as was described in the opening article of this series, began with what came to be called "sensory psychology." Indeed this is still a fundamental part of psychological knowledge. Along with the subject of learning, the workings of the sensory apparatus make up a large part of the standard introductory course in every college—the first step in understanding what the age of psychology and psychiatry is all about.

The sensory psychologists broke away sharply from their ancient predecessors by going into the laboratory to look at the facts. There was, for example, the question of how the sense of taste operates. Instead of trying to catalogue all the flavors we seem to taste, from sugar to garlic, they decided to find out experimentally just how sensitive the human tongue is. It developed that the nerve endings in the taste buds, which are in the little bumps that make the tongue rough, are really not very sensitive at all. They can distinguish only four flavors—those which we call sweet, sour, bitter and salty. Most of what we think of as taste was found to be a matter of smell, which accounts for the fact that food seems so tasteless when we are stuffed up with a bad cold.

As for the sense of smell, the psychologists went about the measurements in a manner which serves as a good example of their techniques. They knew from the physiologists that the nerve endings sensitive to odors lie far up in the nasal cavities, at a level just below the eyes. To detect a very mild odor, we have to take a deliberate sniff. But how much is a sniff, and how can any two people be taught to sniff exactly the same amount? To keep their measurements accurate psychologists have used a pressure bottle equipped with nose pieces like a double-barreled atomizer, with which they can blast up against the smelling or olfactory nerves a known amount of vapor containing a known concentration of the substance under test. Or they have dressed their subjects in odorless fabrics and put them into a sealed glass room in which the concentration of the substance can be rigidly controlled. This is the essential difference between modern psychology and mankind's earlier

attempts to understand himself by sitting quietly under a tree and examining his thoughts.

We know now—from the psychologists, the physiologists and the physicists—that all our senses depend upon nerve endings which respond to an actual physical stimulus from the world outside. The stimulus can be sound, light or heat waves traveling through the air or an actual molecule of some volatile substance touching our nerves of smell. One attribute of the senses is their amazing efficiency. The psychologists have found, for example, that our noses can detect a substance like artificial musk, a perfume base, in dilutions as fantastically low as one part musk to 32,250 million parts of air. Our eyes can distinguish perhaps as many as a million different hues, shades and intensities of color. Moreover they can adapt themselves so completely to the dark, becoming so sensitive to the tiniest amount of light, that on a clear black night they can see a match struck 50 miles away.

Over and above its great sensitivity and power of discrimination the human eye demonstrates a principle of sensory psychology which is even more important and impressive. The eye has a lens, as every schoolboy now knows, which works like a camera lens. And, as everyone who has ever used a camera with a ground glass back knows, the camera lens turns images upside down and left side to right. Thus our eyes get an upside-down and turned-around picture—but this inverted position of the image does not confuse us; we still see things as right side up (or at least as what the world has come to accept as right side up, though some old-fashioned philosophers might still like to argue). The human senses have a good deal more than mere physical efficiency; they operate in a way which, so to speak, "makes sense." Our impressions of the outside world are right side up; they hang together and form meaningful patterns.

Do sidewalks move?

WHEN we are walking along the street, every image that comes to our eyes actually moves across our retinas, since the retinas themselves are moving. But we do not see the sidewalks and store buildings as changing position; we see them as we have come to know them. On the other hand if we are in a train and can see nothing but another train which is moving while we are standing still, we think that we are doing the moving because that is what usually happens in a train. Often, because of the angle, the image of a rectangular door falls on the retina as sloping and distorted; we still see the door as a rectangle. When we first saw a television screen, we were aware that the images there were distorted—people are sometimes made squatter than in real life, and straight lines made wavy—but soon they began to look perfectly natural. We would now have to get out a ruler to convince ourselves that the images are off kilter.

Another example of how our sensory impressions are affected by the sum total of what we know is this psychology experiment. Have someone cut out several newspaper or magazine headlines, all of the same size type. Have him walk away, holding up a headline from time to time, until he is just past the farthest point at which you can read the type. Each time he shows you a headline, he must immediately discard it, so that your knowledge of what it says will not influence you. When he is finally past your range of vision and has shown you a headline which you cannot make out, have him read the headline to you and then show it to you again.



HOW OUR EYES DECEIVE US is shown by a test room at Princeton University which appears normal. A small boy stands at left, huge man at right.



TRICK IS EXPOSED when subjects switch places. Actually floor and rear wall are slanted, and corner at left is much farther away from viewing point.

PSYCHOLOGY CONTINUED

You will find that you now can read it—and you will wonder why you could possibly have had any trouble before. As soon as we know what is there, our eyes readily see it. If we do not know, they try hard to at least see something, right or wrong. Thus we pick out a face at a distance and are sure it is a friend. We think we actually “see” him. But when we get closer we discover it is someone entirely different. Or we definitely “see” a dog lying dead on the highway ahead—only to find as we get closer that it is nothing but a piece of old cloth. Though our eyes sometimes trick us, they do so only in the line of duty.

Psychologists have had a lot of fun with a gadget called a pseudophone, a set of earphones designed so that sounds which would normally enter the left ear are routed over to the right ear and vice versa. Since our ability to tell what direction a sound is coming from depends on which ear the sound waves strike first, one would think that the pseudophone would give us a completely false sense of direction. And so it does for a time; a car moves past from left to right while its sound goes from right to left. But after a short time of wearing a pseudophone we are no longer fooled by it; somehow our sensory apparatus adjusts to it.

Psychologists have also experimented with spectacle lenses that reverse the rays entering our eyes, so that images now fall right side up on the retina instead of upside down. A person wearing these spectacles is terribly confused at first and has a hard time to keep from bumping into chairs and walls or falling downstairs. After a few days, however, the world begins to straighten out and he can move in the right direction without thinking.

To be sure, our senses are by no means perfect. Our eyes can see only a part of the full range of the wavelengths of light; we have photographic film, for example, which can take pictures by infrared light that our eyes cannot see at all. Our ears do not hear all sounds; dogs will respond to “silent whistles” that give forth a sound too high in pitch for the human ear to detect. The biologists have found that fish, some of which have taste buds all over their bodies, have a far better sense of taste. Indeed, all our senses are limited in that they are not keen enough to detect the real nature of matter. We think we see and feel that a table is solid, though we know from the physicists that the table is really made up of tiny particles in constant motion, with gaps of space between them. For all practical purposes, however, our senses do quite a marvelous job of telling us what we need to know. This is the ultimate conclusion of the psychologists, most of whom have now moved on to other fields.

Learning was another of the early interests of the psychologists—and it remains so to this day, for it has been found to be the basis of practically all human behavior. Human beings, unlike many lower creatures, are born without the complex built-in nervous patterns or instincts which somehow make salmon migrate

upstream to spawn and enable robins to build the typical nests and sing the typical song of their species even if they have never seen another robin since birth. The human baby is born knowing how to suck and to cry and seems to have an inborn fear of loud noises or falling. But practically everything else in his life must be learned. Even the things we call personality or emotional traits—the fact that one person likes opera while another likes rock ‘n’ roll, that one likes to be alone while another prefers constant company—seem to be largely the result of very complicated learning processes. To the psychologist, learning and living are practically synonymous.

One of the most influential experimenters in learning was the Russian Pavlov, who established the now famous principle of the conditioned reflex. When food is placed in a dog’s mouth, the dog produces saliva. This is a reflex physical reaction which just naturally happens without the dog’s even thinking about it. Pavlov found that if he sounded a bell each time just before he gave a dog food, eventually the bell itself would start salivation. The dog had learned, so to speak, to salivate at the sound of the bell—or, more properly, the salivary reflex had been “conditioned” to the sound of the bell.

Albert and the white rat

PAVLOV found in fact that the dog would salivate not only to the sound of a bell but also to similar sounds, such as a buzzer. Thus he established the principle of “stimulus generalization”—the fact that if we respond in a certain way to one particular stimulus, we will have a similar response to others which are more or less like it. A good many of our unexplained feelings and fears as adults were probably established in this very way in our childhoods. The classic example in psychological literature is the case of Albert, an 11-month-old boy, and the white rat. At first Albert, when shown the rat, seemed to like it and tried to play with it. Then, every time he was shown the rat, a loud and frightening noise was sounded. Soon Albert was afraid of the rat—he had been “conditioned” to fear it. And it developed that he also showed fear when he saw a perfectly harmless white rabbit or even a man with a white beard—his fear response was “generalized” to these objects.

Psychologists feel that all the well-known adult phobias may be nothing more than “generalized” responses to childhood experiences. Acrophobia (fear of high places) may result from an infant’s fall from a chair, and claustrophobia (fear of enclosed places) from being punished by being locked in a closet. A child who has come to fear his father because of severe punishment may forever thereafter fear all men who look like him, or indeed all men regardless of appearance, or in fact all people regardless of sex. The Caspar Milquetoast is in all likelihood a man who has “generalized” his fear of someone—probably his father, possibly his mother—to all of humanity.

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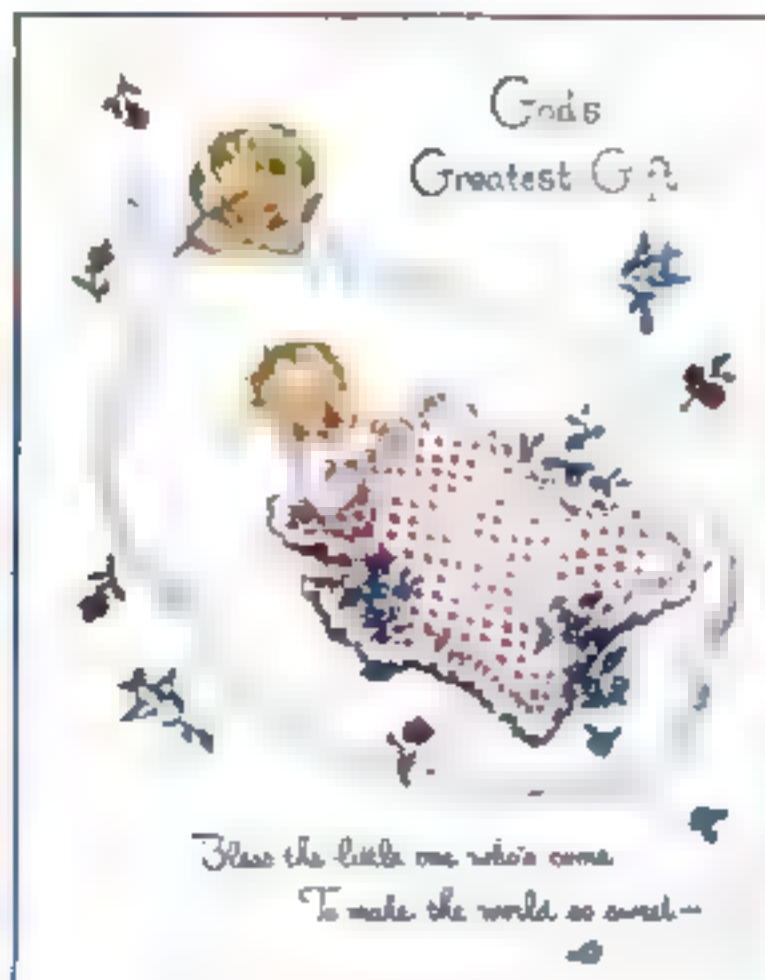
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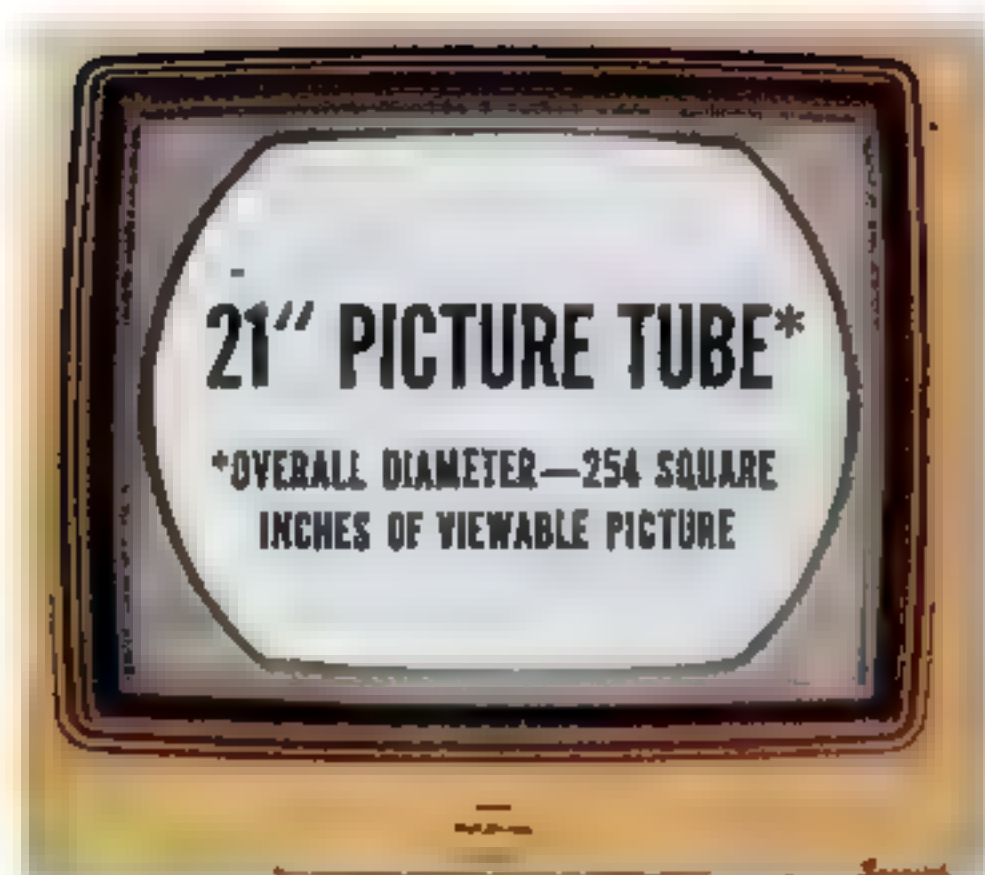
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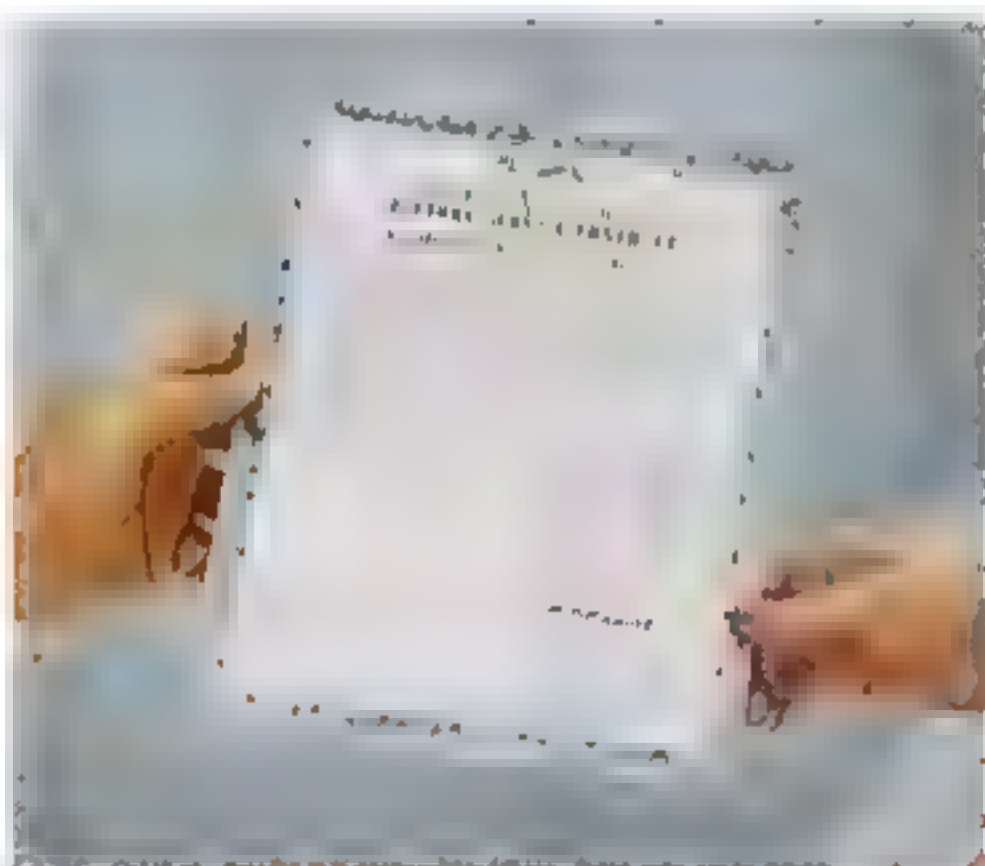
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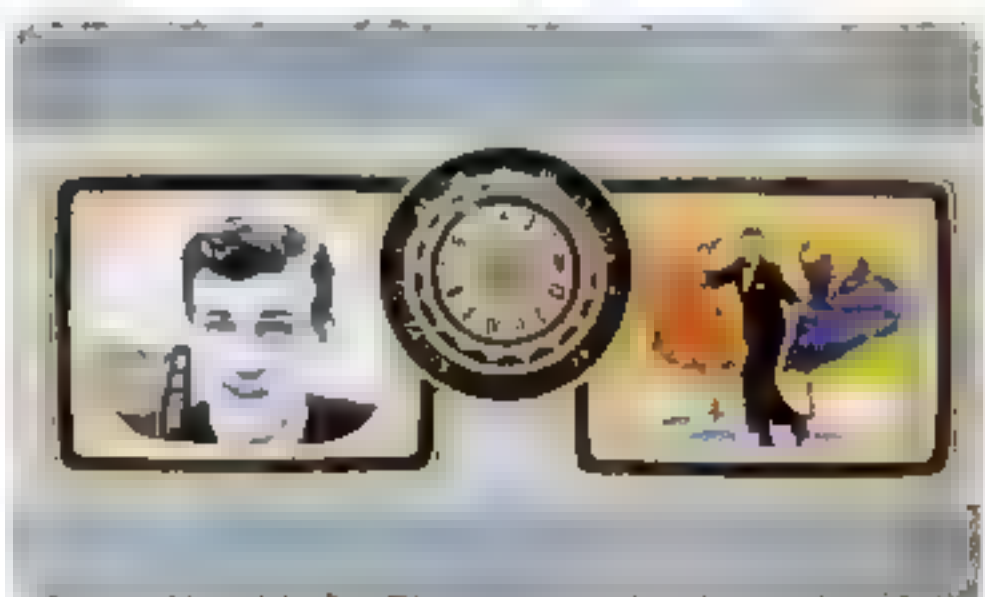
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IMPORTANCE OF LEARNING in behavior was demonstrated in a University of Chicago experiment in which duck decoy was equipped with quack. Duckling was taught that decoy was its mother, followed it around a tank.

PSYCHOLOGY CONTINUED

For a time Pavlov's experiments led many psychologists to take a highly mechanistic view of humanity. Many of the more radical members of the so-called behaviorist school of psychology which had much influence around 1920 believed that there was nothing to human life except one conditioned reflex or response after another, each set off inevitably by the one before it and leading inevitably to the next. John Watson, the leader of the behaviorists, once said that he could take any dozen healthy babies and by training their reflexes turn them into whatever he pleased—doctor, lawyer, beggar or thief.

But the conditioned reflex is only one form of learning, and by no means the most common kind at that. We learn by trial and error—as a rat learns to take the right path through a maze to find food. We human beings and a few animals also learn by insight. We look at a problem, think about it and finally solve it—just as the chimpanzee in a famous experiment by Psychologist Wolfgang Köhler finally solved the problem of the banana and the two sticks. In this experiment a chimpanzee in a cage had a stick which was not quite long enough to reach a banana which lay outside the cage. Within range of the short stick, however, there also lay outside the cage another stick long enough to reach the banana. After staring at the two sticks and the banana long enough, the chimpanzee finally got the idea; the banana was his if he used the first stick to gather in the second. Exploded forever was mankind's self-flattering theory that only man himself can think.

The minnow's superb sense of taste

IN the course of seeking facts about learning, the psychologists have conducted a number of remarkable experiments with animals even lower in intelligence than dogs and apes. They have been able, for example, to teach the lowly minnow to do a most clever and useful job as a detective in search of polluted water. Like many fishes, minnows have a superb sense of taste and are aware of the tiniest amount of pollution in water. But how could they be used to report it? A psychologist solved this problem with a course of training in which minnows were given an electric shock every time they got near any trace of pollution and thus learned to dart away in great fright. Then when a sample of water to be tested was poured into their tank, they remained calm if it was pure and went into a frenzy if it was polluted.

Cockroaches have been trained to take the right path through a simple maze, and have incidentally shown that in many ways they learn and forget much like human beings. Even the paramecium, a one-celled animal found in stagnant water, has been found capable of a rudimentary type of learning. A psychologist once put a paramecium in a drop of water half of which was

CONTINUED



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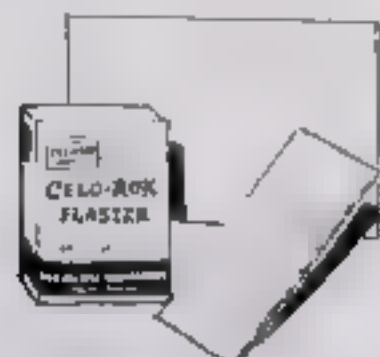
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APES CAN THINK, as proved by a 7-year-old chimpanzee at St. Louis Zoo who figured out how to get unreachable bananas by piling up crates.

PSYCHOLOGY CONTINUED

dark and half of which was in the light. The drop was ingeniously heated so that the dark half was at normal temperature for the paramecium and the light half was too hot. The paramecium "learned" to avoid the light and did so afterward regardless of temperatures.

The psychologists have also done a great deal of research on how human beings learn all kinds of skills under all kinds of conditions. And from all these experiments, animal and human, have come certain principles of learning which are most helpful to anyone who must acquire new knowledge or skills. The principles of learning have also had a great effect on our schools, notably in demolishing the old notion of "transfer" which once dominated education. It used to be thought that teaching Latin and Greek in some way exercised, trained and disciplined the mind so that it would then be prepared to learn other matters much more readily. But psychologists have proved that learning these things is helpful only in learning similar subjects such as other languages which have a lot of Latin or Greek roots. Otherwise Latin and Greek have no effect on the student's learning ability except insofar as he acquires good study habits and a good attitude toward his work, which he can pick up just as easily while studying something else.

Unlearning is also an art

IN some learning situations transfer not only fails to help but actually hinders. An example of "negative transfer," as the psychologists call this, would be an automobile driver changing from a car with standard gearshift to one with automatic transmission; he has to learn *not* to use a clutch and *not* to shift in the old way at the same time he is learning the new methods. Negative transfer is especially bothersome to older people, who find great difficulty at times in abandoning habitual ways of doing things. It is also a potential cause of accidents. The psychologists say that airplane designers, for example, should never bring out new controls which work exactly the opposite way from those the pilots are already used to—lest some pilot revert to old habit in a moment of stress. The same principle applies to the learning of some athletic skills. It is foolish to try to learn to hit a baseball by hitting it just a few feet, for such muscle movements are quite different from those used in a full and free swing and can only interfere. In all probability the same is true of golf, and Ben Hogan is a better psychologist than he realizes when he urges pupils to try to slam the ball as far as they can right from the very start.

The best way to learn practically anything, the psychologists have found, is to take fairly short practice periods, with rest

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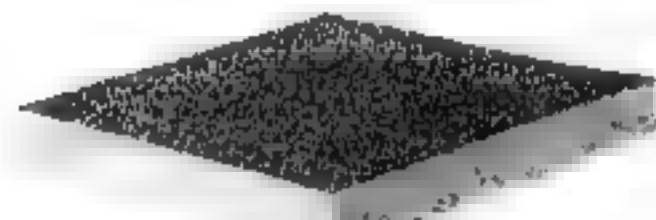
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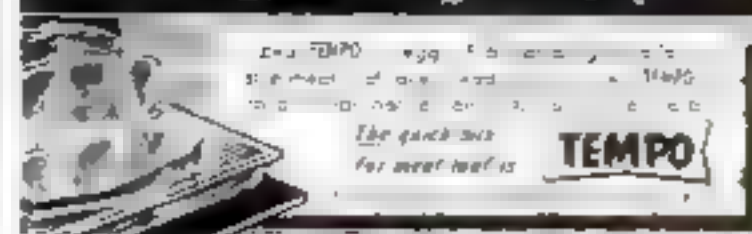


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PSYCHOLOGY CONTINUED

periods between. In memorizing facts from the printed page, a combination of reading and trying to repeat the material out loud is far better than just reading. Learning comes easiest of all when it is what the psychologists call "strongly motivated"—in other words, when we want to learn badly—and one of the best ways of maintaining a strong motivation is to keep track of one's progress. (Golf is again a pretty good example. Golfers, who are always comparing their score with par, usually keep at the game as long as they can walk. One reason tennis players tend to give up much sooner is that they have no such sure way of measuring their day-to-day performance.) Punishment seems to have less effect on learning than one might expect. Psychologists have become very skeptical of even the old-fashioned tongue-lashing, by parent, teacher or boss, as an effective incentive to better performance at anything.

In many varieties of learning, as for example in typing, telegraphy, speaking a foreign language or playing a musical instrument, the beginner often makes rapid progress for a time and then seems to have reached his peak. No matter how hard he tries, he does not seem to show any further improvement at all. The psychologists have found that the important thing about this period of more or less standing still, which they call a learning plateau, is that sooner or later it gives way to another period of pronounced progress. The learner who reaches a plateau need not despair, for if he keeps on practicing he will eventually start to improve again. The causes of learning plateaus are not completely understood, but they probably have something to do with establishing new working methods. The typist may at first be thinking of every letter by itself, and soon reach his peak of speed to the point where no further improvement is possible under these conditions. But eventually, as he persists in his practice, he suddenly comes to think in terms of whole words or phrases, and this new method enables him to start making progress once again.

One special field of learning in which the psychologists have some good advice to offer is reading. Many otherwise bright people, from high school students on up, have been found to read very slowly and sometimes almost painfully. The psychologists have discovered their eye movements are the key to their problem. Usually without knowing it, fast readers have trained their eyes to take in a span of as much as several words at a single glance; in moving from left to right on a line the width of this one, their eyes will stop only three to six times. Slow readers, on the other hand, have fallen into the habit of pausing at every single word or in extreme cases at every syllable of every word; on a line like this their eyes may stop as many as 20 times.

Eye movement can be reduced

It has been discovered, fortunately, that most slow readers can easily reduce their eye movements. The prescription is this: Have someone time you for one minute while you read a very easy book or magazine article as fast as you possibly can without losing complete track of what it says. To make sure you are not losing track, have your timer quiz you on what you have read. Count how many words you read during the minute. The next day do this again, always trying for speed and more speed. Many people who try this find that within a few weeks they can read twice as many words per minute as when they started, and actually remember the words better.

Although nobody can say exactly what goes on in our nervous systems when we are learning, the most logical and generally accepted theory is that the process has something to do with the structures called synapses, the connections where one nerve fiber ends and another begins. Here the impulse from the first nerve must leap a gap, so to speak, and set off an impulse in the second nerve. Many synapses are multiple connections where the impulse can go in one or more directions. In fact the brain itself is a mass of synapses, like a giant telephone switchboard. Once certain connections have been made at the synapses, the psychologists believe, it becomes easier for nerve impulses to take the same path again.

Forgetting, on the other hand, does not seem to be a mere



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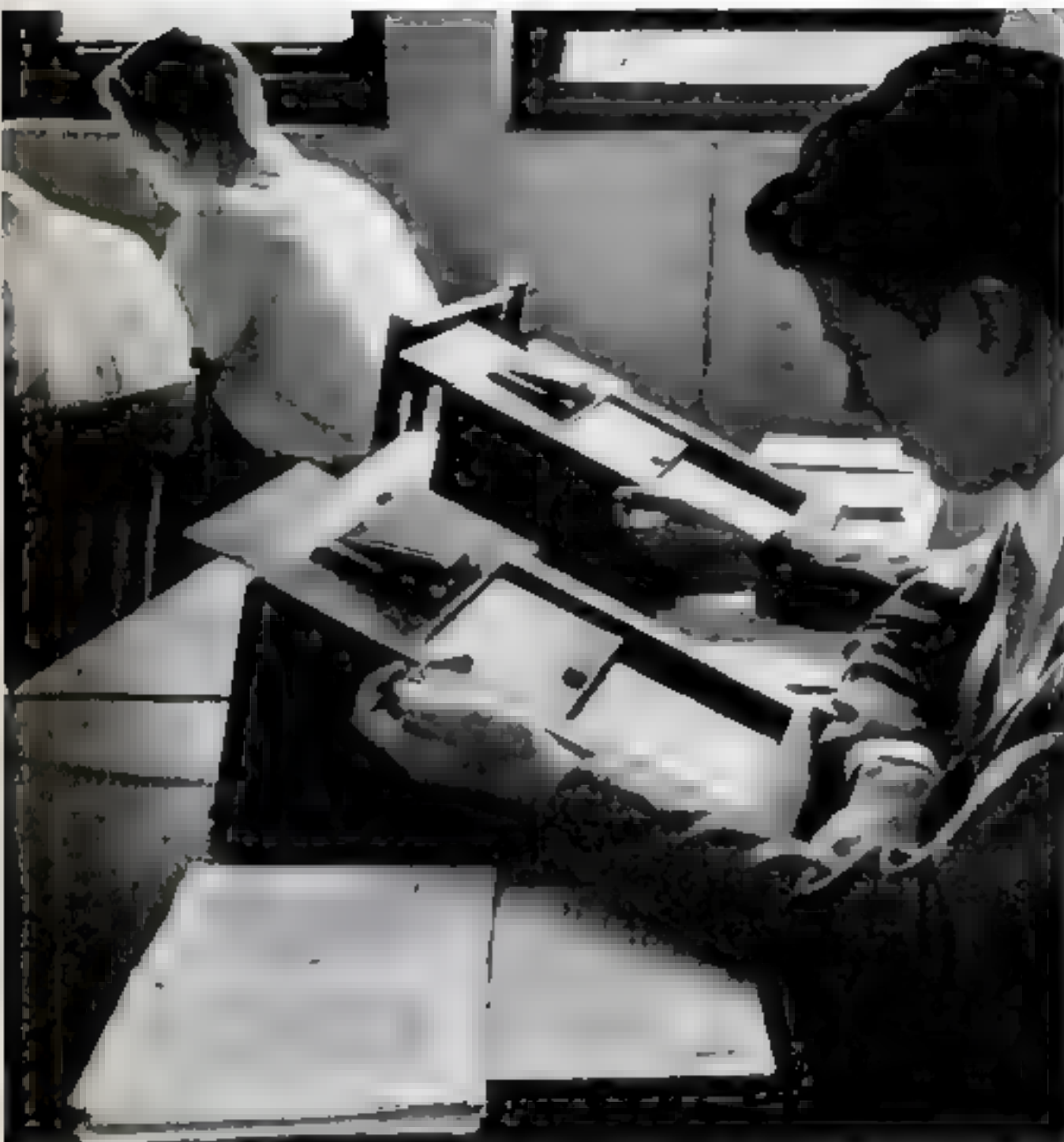


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PSYCHOLOGY CONTINUED

matter of the paths eventually fading out. If you memorize a paragraph of this article tonight, and then immediately go to bed, the chances are that you will still be able to recite the paragraph tomorrow. But if after memorizing it you study something else, or you are even just normally active for several hours, reading and talking, you will almost surely forget most of it. This is a phenomenon which psychologists call "retroactive inhibition," which means that new things we do and learn tend to make us forget the things we have previously learned.

It has been discovered that with almost any knowledge that is not used or practiced for a time there is a standard curve of forgetting. The curve is quite steep at first and then flattens out. Suppose that a woman studies French in college, then never speaks or reads French again. After six months she may have forgotten half of what she knew, after a year three-fourths of it, after two years perhaps 90%. But the 10% that she then remembers will diminish very slowly in succeeding years, and she will probably always remember some of it. In fact she will discover, if the occasion ever demands, that her college French has made a greater impression on her than she ever realized. If she begins studying French again, even 20 or 30 years later, she will find herself quickly passing the students who are studying it for the first time. In this sense of helping us to relearn, nothing that we learn is ever really forgotten.

In their studies of learning and forgetting the psychologists came upon the answer to another question which, like the old problem of how people see and hear, was the subject of considerable speculation for centuries. This is the question of whether people are born equal and would all turn out alike if they had the same opportunities. The psychologists quickly proved that people differ quite markedly in their ability to learn and to remember what they have learned—and presumably do so from birth. Nor is there any consolation for poor learners in the fact that they are slow. Contrary to what used to be the accepted notion, it is the quick, effortless learner, not the laborious plodder, who best remembers what he has studied.

The intelligence test, a measurement of the ability to learn, is perhaps the best-known invention of the psychologist. The first one was developed by a French psychologist named Binet in 1905, at the request of school authorities who wanted to weed out children who could not possibly profit from instruction.

CONTINUED



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'Who'd believe I was ever embarrassed by Pimples!'



New! Clearasil Medication 'STARVES' PIMPLES

SKIN-COLORED . . . hides pimples while it works.

Now, for boys, girls, and adults, science discovers a new-type medication especially for pimples, that really works. In skin specialists' tests on 202 patients, 9 out of every 10 cases were completely cleared up or definitely improved while using CLEARASIL.

CLEARASIL WORKS FAST TO MAKE PIMPLES DISAPPEAR



1. **PENETRATES PIMPLES** . . . keratolytic action softens and dissolves affected skin tissue . . . permits medication to penetrate down into any infected area.



2. **ISOLATES PIMPLES** . . . antiseptic action of this new-type medication stops growth of bacteria that can cause and spread pimples.

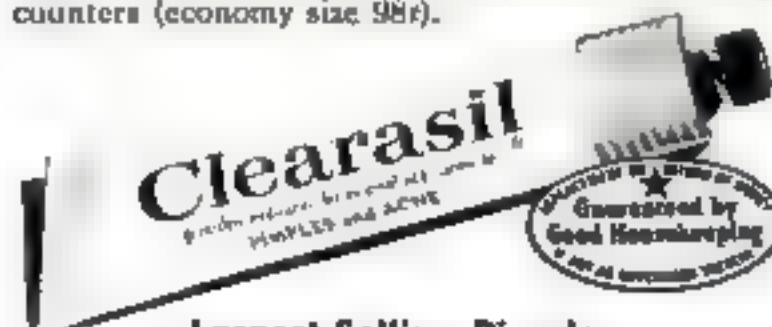


3. **'STARVES' PIMPLES** . . . CLEARASIL's famous dry-up action 'starves' pimples because it helps to remove the oils that pimples 'feed' on.

SKIN CREAMS CAN 'FEED' PIMPLES CLEARASIL 'STARVES' THEM

Oil in pores helps pimples grow and thrive. So oily skin creams can actually 'feed' pimples. Only an oil-absorbing medication . . . CLEARASIL helps dry up this oil, 'starves' pimples.

'FLOATS OUT' BLACKHEADS with penetrating medical action that softens and loosens them from underneath. Blackheads 'float out' with normal washing. So why suffer the misery of pimples or blackheads? CLEARASIL is guaranteed to work for you, as in doctors' tests, or money back. Only 69¢ at all drug counters (economy size 98¢).



Largest-Selling Pimple Medication in America (including Canada)

SPECIAL OFFER: Send name, address and 15¢ in coin or stamps for generous trial size to Box 120S, Eastco, Inc., White Plains, N. Y. Offer expires March 15, 1957.



TAKING INTELLIGENCE TEST at University of California's Institute of Child Welfare, 4-year-old Anne Brewer shows she can understand instructions and coordinate. Tests for young children emphasize comprehension and manual dexterity, those for adults, word and number problems.

PSYCHOLOGY CONTINUED

Since then various individual and group tests have been perfected and the initials I.Q.—intelligence quotient—have become a household phrase, though perhaps not everyone understands quite what the term means. It is a sort of index number of intelligence, based on mental development as compared to actual age. A figure of 100 indicates average intelligence. If a child of 5 gets as high a score on an intelligence test as the average child of 7 he has an I.Q. of 140. If he does only as well as the average child of 4, he has an I.Q. of only 80. When this child who scored 80 is 10 years old, he will do only as well as the average child of 8, for the I.Q. remains constant until we have grown up.

In giving intelligence tests to hundreds of thousands of people, the psychologists have established beyond doubt that intellectual capacity is inherited. Like all other inheritable traits, it may come from distant ancestors rather than from the immediate parents, so that college professors sometimes have dull sons and stupid parents sometimes have brilliant children, or the same family may have one bright, one average and one dull child. Nonetheless it works out by and large that brighter parents tend to have brighter children. The children of professional men have been shown to have the highest I.Q.'s (averaging around 115) and those of day laborers the lowest (around 96). A child born into a poor home often shows an improvement in I.Q. if adopted by a more intelligent and stimulating family, and it has been found that Negro children born into backward rural families improve steadily if they move to the city. But the amount of improvement is always limited by the mental capacity that was there at birth.

Although intelligence tests are occasionally given too much weight, they have been a boon to educators, for they tell a lot about students and the way they are getting along. In a second-grade classroom, for example, there may be two boys who consistently fail to get their work done. In the old days these two boys would have been lumped together as disciplinary problems. Nowadays the teacher may find that one boy is below normal in intelligence and unable to keep up even though trying his best, whereas the other has superior intelligence and simply cannot get interested in work at the second-grade level. The tests are also useful as rough guides to vocational placement for adults. It has been found, for example, that half of all accountants have I.Q.'s of 125 or higher, and that few successful accountants score below 110. Thus a young man whose I.Q. is under 110 should think twice before choosing accounting as a profession, and he should be prepared to find himself at a considerable disadvantage unless it is much higher. On the other hand farm workers and miners have an average I.Q. of about 90, and some people are working successfully and happily at these jobs with I.Q.'s of 70 or less.

Quick Relief for COLD SUFFERERS

1. STANBACK relieves simple headaches, neuralgia and pains due to head colds . . . eases anxiety and tension usually accompanying pain.
2. As a gargle, STANBACK relieves throat discomforts due to colds.
3. STANBACK reduces fever, relieves pain and sore aching muscles that accompany colds.
4. Relieves discomforts of tired, sore, aching muscles due to overwork, unusual exercise.

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MASSAGE YOUR FEET!

Enjoy grateful relief from tired, aching feet and legs **WHILE YOU RELAX** in your home.

Doctors Recommend



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30 Degree Angle**

The benefits of professional like massage can now be yours while you sit and read, watch TV or relax, with the new 30 degree angle Dr. Scholl's Electric Foot Massager. This invigorating professional type Foot Massager improves circulation in feet and legs . . . relieves fatigue, tired, aching feet . . . rests, refreshes them. Makes an ideal gift for anyone.

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See what wonderful reading the world of sport makes

GET THE NEXT **23** ISSUES (and if not delighted, get your money back)

You can't tell about a magazine, any magazine, until you've tried it—and we'd like you to try SPORTS ILLUSTRATED now. It's yours for the next 23 weeks for only \$1.97—and if you don't find it the most enjoyable reading of the week, we'll refund your money. (We make you this offer because we're so sure you will like it.)

SPORTS ILLUSTRATED is your kind of magazine—a wholesome, lively and intelligently written magazine that's meant for every member of the family and the whole family together. Its subject is sport, all sport—the best of sport, all in one place. Its purpose is to help you enjoy sports more and enjoy more sports . . . to take you to great events, to show you moments of truth and excellence, to share with you the stirring scenes and memorable moments that the world of sport is made of.

If you play, watch or talk sport (and what family doesn't?), SPORTS ILLUSTRATED belongs in your home. It's the sportsman's guide, the sports-watcher's almanac . . . authoritative, timely, informative, entertaining. It brings you and your family—in text and pictures—the news and drama of each sporting week.

If you had been reading SPORTS ILLUSTRATED for the past 23 weeks, you'd know what we mean. For, as dividends, you'd have enjoyed an All-College Football Issue that was a collector's item all season long . . . an Olympic issue that made news from here to Melbourne (and back) . . . and a Christmas Bonus Issue that still has our 700,000 reader-families talking and cheering.

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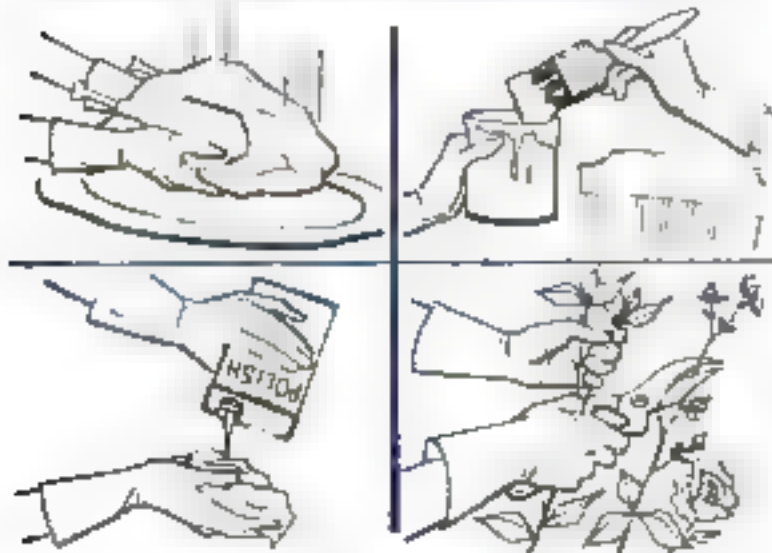
...Don't let
Your Hands tell
Your Age...

Knit Cotton Lined

Bluettes®
Keep them Young!



Easiest-on Knit Cotton Lining
Absorbs perspiration... Insulates from heat



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The PIONEER Rubber Company
WILLARD, OHIO

PSYCHOLOGY CONTINUED

How many smart people are there in the U.S., and how many dull ones? Most of us are right around the average; indeed 46% of us score between 90 and 109. Going up or down the scale from this point, the numbers drop off rapidly:

140 and up	Very superior	1%
120-139	Superior	11%
110-119	High average	18%
90-109	Average	46%
80-89	Low average	15%
70-79	Borderline	6%
Below 70	Mental defective	3%

The 1% who score above 140 are the geniuses and near-geniuses. Contrary to old-fashioned opinion they are on the whole healthier and more stable than the average person. They do not burn out young and they enjoy unusual success as adults, though their exceptional ability to learn quickly does sometimes cause problems of school and social adjustment. The 3% who score below 70 are the morons (I.Q. of 50-69), imbeciles (20-49) and idiots (below 20) of our world. A moron who learns the social graces and the virtue of not talking too much can sometimes achieve considerable popularity, and even imbeciles can sometimes be taught to be self-supporting after a fashion. But in general those with I.Q.'s below 70 constitute a grave social problem and a very large one—for 3% amounts to over 5 million people in the U.S.

A psychologist once tried a most provocative experiment with animals in selective breeding for intelligence. Starting with a group of 142 white rats chosen at random, he picked out the smartest and dumbest ones, as determined by their ability to learn a path through a maze. The bright ones were then mated within their own group, as were the dull ones. In the resulting new generation, the psychologist again picked out the brightest and dumbest for further mating. After seven generations he had two remarkably dissimilar groups, one group averaging very smart and the other averaging very dull. Later he permitted the two groups to interbreed, as in nature. The next generation was just about like the group with which he had started—a few very bright, a few very dull and the great majority in-between.

Doubtless this experiment has some theoretical implications for the human race, but it hardly promises us a breed of super-geniuses for tomorrow. Even the once popular notion of eliminating feeble-mindedness by sterilizing all feeble-minded people has been proved impracticable. It has been estimated that even after sterilizing 68 generations of the feeble-minded, a project that would take until somewhere around the year 4000, the world would still have a good many feeble-minded people, perhaps actually a tenth as many as today. One of the most important things the psychologists have learned about intelligence, in the last analysis, is that you can't do much about it.

With such tools as those which have been discussed in this article—his knowledge of our sensory apparatus and the learning process, his devices for measuring and gathering statistics on intelligence and other human capabilities—the psychologist has come a long way in bringing the study of human nature out of the mists of speculation. Much of the psychologist's knowledge has moved out of the laboratory (as we shall see later) to be applied to the problems of everyday life. But the man in the laboratory is still the heart and soul of the new science.

NEXT WEEK: THE PSYCHOLOGIST IN FACTORY, OFFICE AND ARMY

The third instalment of LIFE's series on psychology tells how the psychologists moved out of the classroom to put their new knowledge to work in business, advertising and the armed services. The article discusses the pros and cons of aptitude testing; reveals the psychologists' surprising findings about efficiency and the length of the work week; tells how the new science of "human engineering" has changed the design of many things from telephones to airplane controls; and reviews the debate over "motivational research" in advertising.

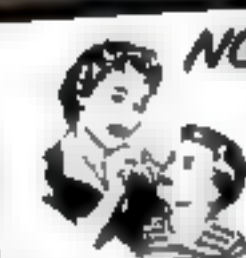


OPEN UP YOUR NOSE

Breathe Again!

When a cold stuffs up your head and it's hard to breathe, just put a few drops of Vicks Vapo-Nol up each nostril as directed. Instantly, you feel a refreshing tingle. The swelling goes down, the irritation is soothed, your nose opens. You breathe again! Wonderful relief, too, for sneezes and dry, itching nose.

VICKS VA-TRO-NOL
NOSE DROPS



NOW—for children...

a new, different aqueous nose drop that clings to give longer relief. Milder-feeling. Fully effective.

New MILD VICKS VA-TRO-NOL Nose Drops

523

more lights per flint!

By actual test, that's what you get with new 40% longer Ronson Flints. No jam. No crumble. Bigger sparks. Keeps all lighters working better longer!



5 flints
only **15¢**

RONSON

Maker of the World's Greatest Lighters



Real maple flavor—that's the secret!

Log Cabin Syrup has real maple flavor because it's blended with real maple sugar. That's why golden Log Cabin Syrup is the secret of better-tasting pancakes!

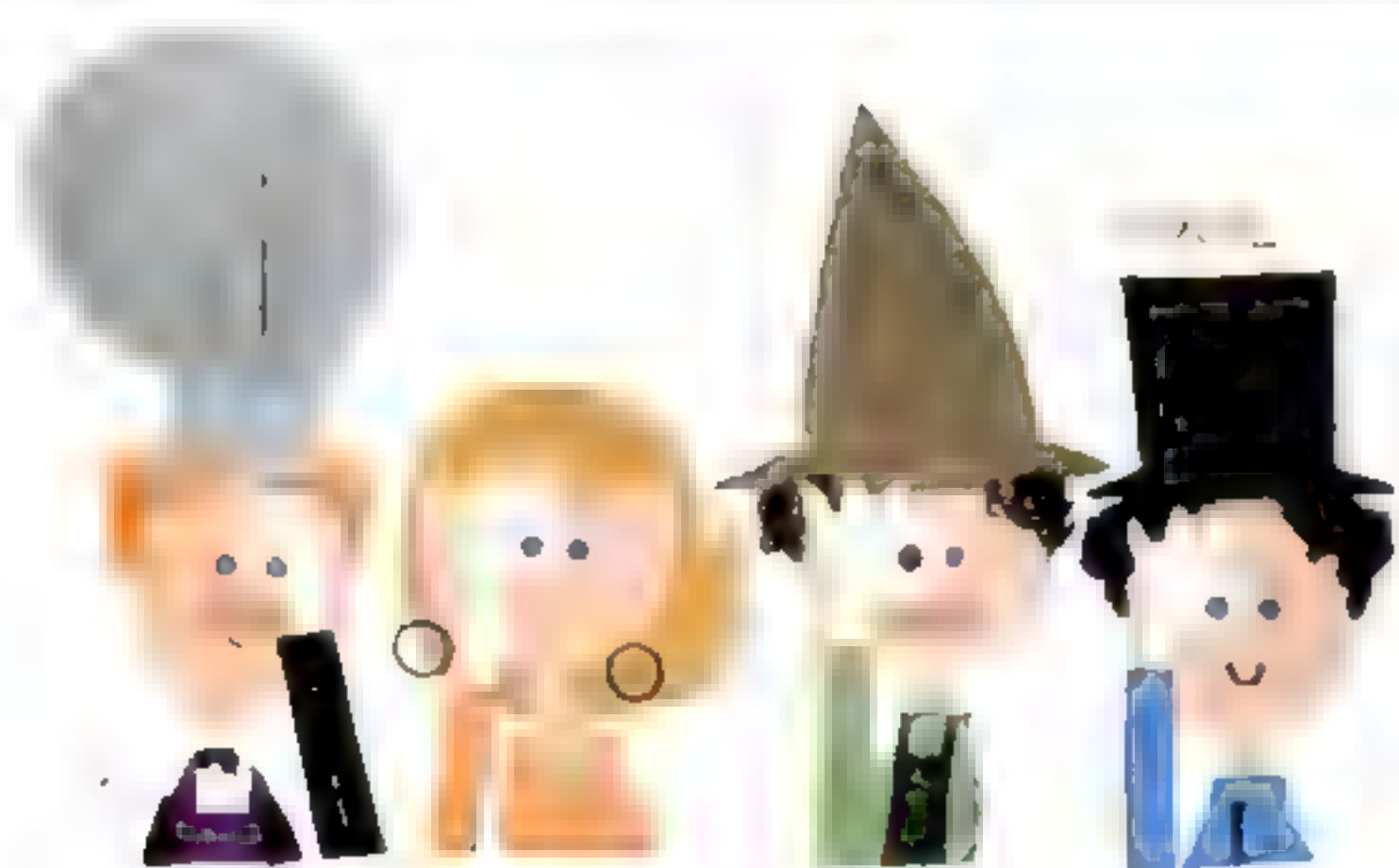
- Idea! Log Cabin on rice for breakfast.

Product of General Foods

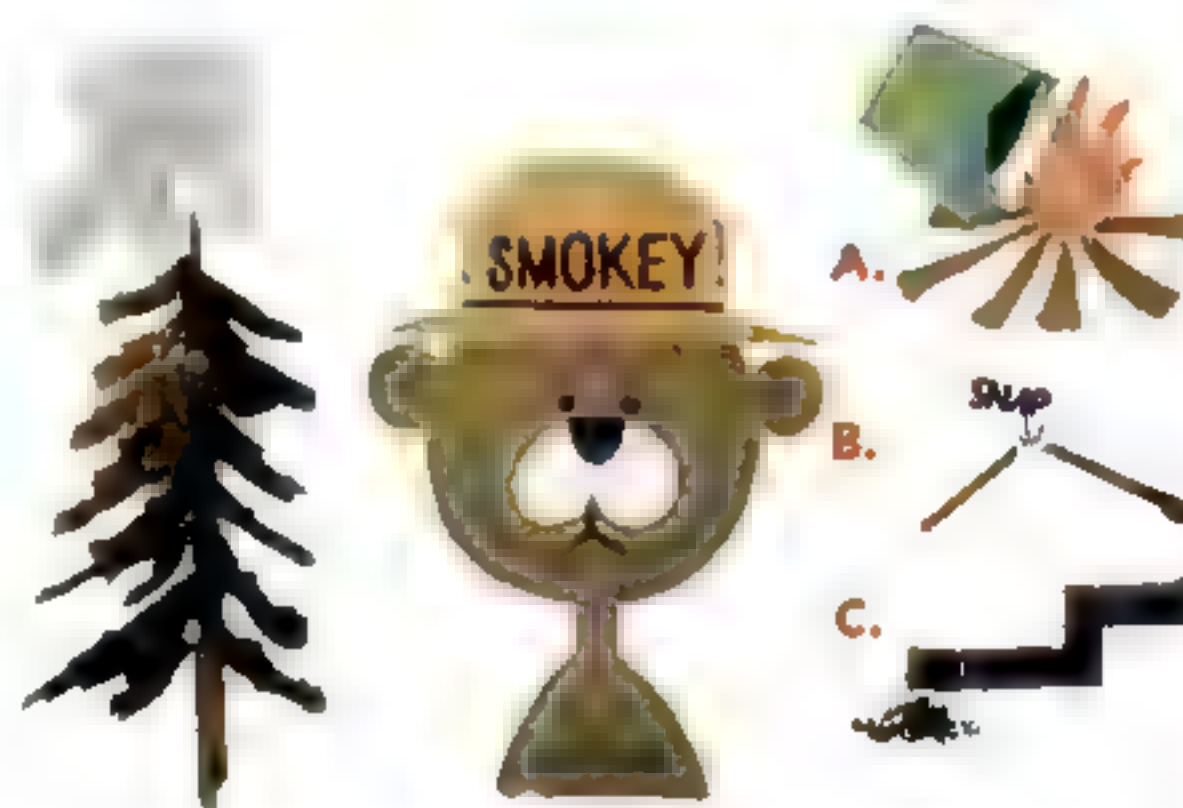


ANSWERS

TEST YOURSELF: How many of these simple puzzles can you solve without turning this page upside-down to see the answers? Take a bow for every one you solve—but give American businesses some credit, too. They donate millions of dollars of advertising each year to make you aware of these public service messages.



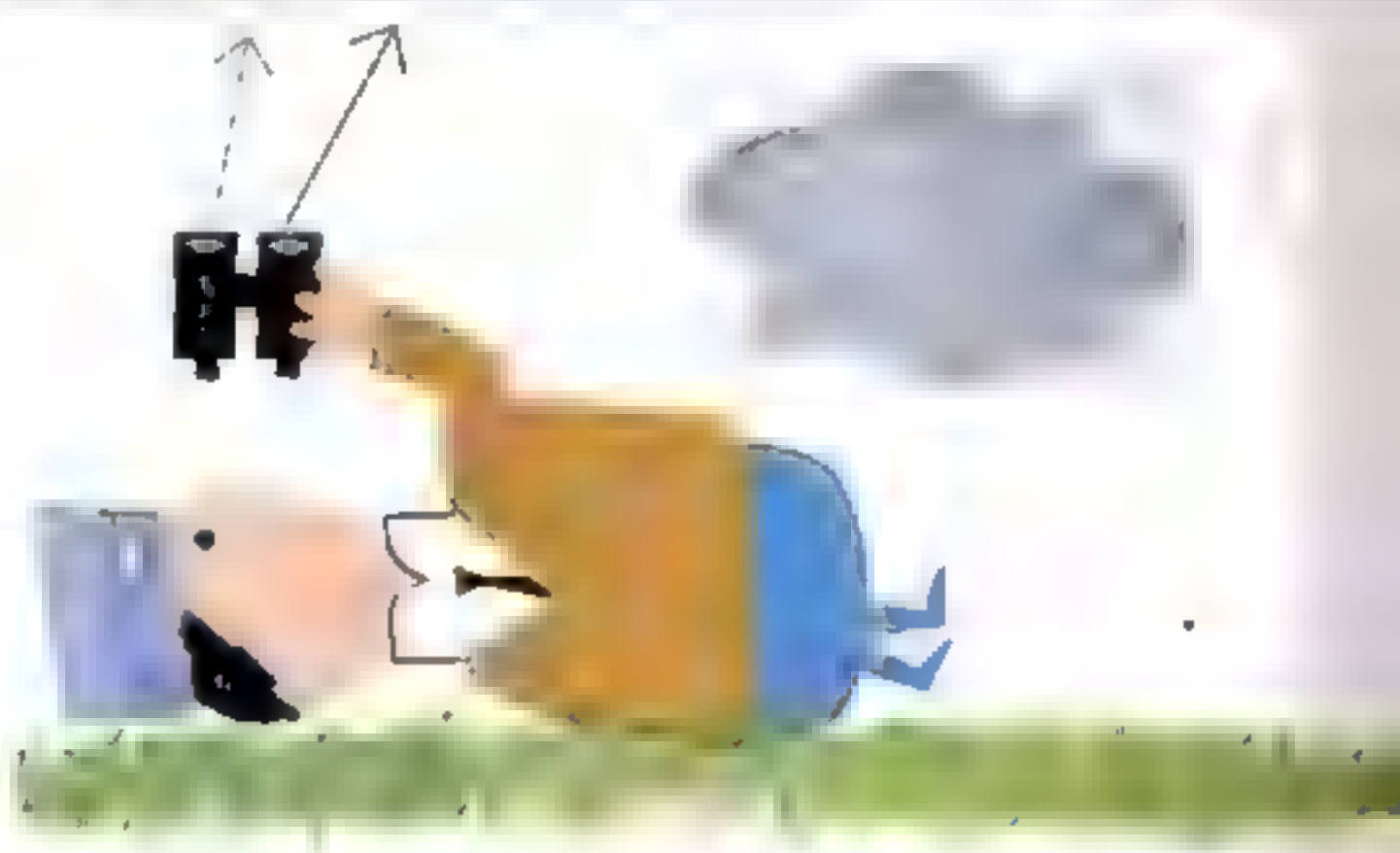
3. Last November, this gesture meant:
☐ See you later, alligator ☐ See you in church ☐ See you at the polls.



4. To prevent forest fires, Smokey asks us to **A** _____, **B** _____, and **C** _____.



7. Behind the Iron Curtain, on Radio Free Europe ... **A** Your dollar sponsors One Minute of TRUTH **B** Send your dollar to Crusade for FREEDOM.



8. This American Citizen Is:
☐ Watching Horses ☐ Bird Watching
☐ Watching Girls ☐ In Ground Observer Corps ☐ Watching Moon



1. Many of our schools have too many CH____N and not enough T__CH____
By 1960 there will be ☐ 1 million,
☐ 3 million, ☐ 8 million, more
children in our nation's schools.



2. Complete the following slogan:
Be careful . . . THE LIFE YOU SAVE
_____!



5. Riddle: What is it that for every
three you invest, in ten years you get
back four?

COUNCIL
OUR
TO
IMPROVE
NEIGHBORHOODS
AMERICAN



6. Can you put the words together
so the first letters spell ACTION?
The slogan of this organization is, "Good
neighborhoods are our nation's strength."



9. Find the Twins: The two identical
money bags tell you who sponsors and pays
for all these public service programs.

HERE'S WHY YOU SCORED SO HIGH

There probably isn't a day that goes by that you haven't heard or read at least one of these vital public service messages. Why? Simply because American businesses, recognizing the importance of these projects, gladly donate space in their printed advertising and time from their radio and TV shows to bring you these messages. And the magazines, newspapers, radio and TV stations, outdoor poster and car card companies all contribute free time and space, just as this magazine has done.

The Advertising Council, along with the nation's leading advertising agencies, directs and prepares these campaigns — free of charge. *Not one penny of taxpayers' money is used to pay the cost of this million-dollar advertising.*

Thank you for your time and attention. Your biggest contribution to this effort is to *continue* to be aware of these public service activities.

*The Advertising Council
... for public service*





~~it's the Chocolate~~
it's the Nougat
it's the Nuts!

MARS...the 3-flavor candy bar



Honest-to-goodness
MILK CHOCOLATE

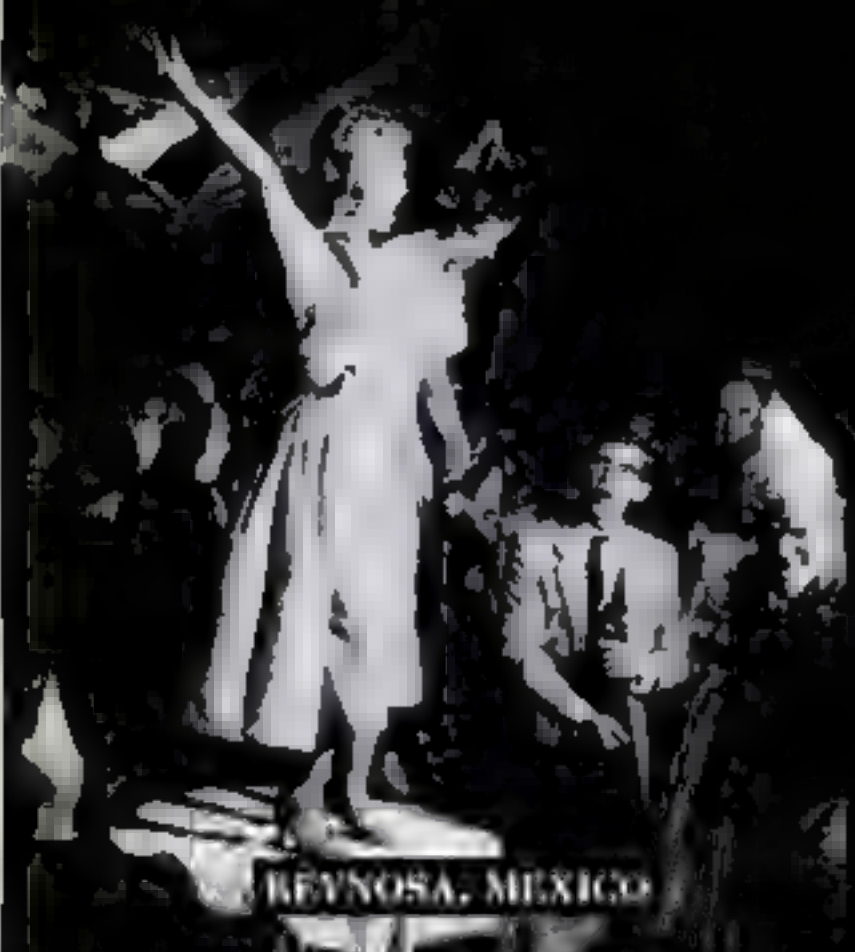


Creamy
NOUGAT



Toasted whole
ALMONDS





REYNOSA, MEXICO

TEXAS WOMEN DO A TABLE TANGO



DENVER, COLO.

GIRL IN GILDED CAGE SINGS "NIGHTINGALE" IN NIGHTCLUB FLOOR SHOW



MILWAUKEE

BAVARIAN SOCIETY GAILY DANCES



CHICAGO

COSTUMED REVELER CELEBRATES



SAN FRANCISCO

PATRON ON PIANO HOISTS DRINK



GARY, INDIANA

CONSTRUCTION WORKER TOOTS IN BAR AS HE EMBRACES FRIEND'S WIFE



NEW ORLEANS

A CLUB SINGER PLEASURES PATRONS



MIAMI

AT 12 REVELERS REACH FOR KISS

SUPER SEND-OFF FOR '57

A prosperous U.S. welcomes New Year with raucous, lavish and elegant parties

On the town for the fling that is traditionally the year's gayest and gaudiest, Americans greeted 1957 with high-decibel revelry and effervescent optimism. The old year that was ticking away had been a very good one, with the national economy holding steady on its high plateau and the rate of personal income up 6% over the previous year. The year to come looked just as good or even better and so millions of Americans yielded to the extravagant cork-popping urge to live it up.

At parties where the drinks and dinners were free and at bistros

where minimum charges of \$25 and higher were not uncommon, people threw confetti, tossed streamers, wore funny hats and brandished champagne as they mugged, tooted, toasted and embraced with the jubilant abandon of sailors newly arrived in port. All over the country nightclubs and cabarets were packed to capacity and many had to turn people away. Some Americans trooped into Mexico to do their celebrating in border towns (upper left), where minimums and cover charges were low. Others in big cities joined glittering private gatherings (following pages) to greet the magical midnight moment.

CONTINUED

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FINAL PREPARATIONS are made by Romanoff. Left: actor—anchored with interior decorator.



THE HOSTS, Mr. Feldman (left) and Mrs. Feldman (center) stand with friends as the party starts.



IN CANDLELIT SETTING, PROFESSIONAL DANCERS HERE ALAN AND BARRY ASHTON GIVE EXHIBITION

A FINE EDWARDIAN FLING

The nation's most lavish New Year's party took place in Beverly Hills in a setting that would do credit to a period epic. To herald 1957 and his own 11th wedding anniversary, millionaire David D. ("Tex") Feldman, an independent oil operator from Dallas, rented Romanoff's

restaurant and transformed its interior into a decor of Edwardian elegance. The idea came from his wife Jayne, who had seen *Mr. Fair Lady* and wanted to reproduce its atmosphere. For three days beforehand the restaurant was shut down while decorators installed columns,



OF SOME IRENE AND VERNON CASTLE DANCES

IN FILMLAND

chandeliers and murals that suggested English gardens. In keeping with the theme most of the 283 film stars and socialites who attended wore the dress of the era. In all, the party cost some \$125,000 and, in the best Hollywood tradition, had a romantic ending (far right).



DINNER DIVERSION is supplied by Edith Piaf. Entertainment was planned to keep guests from

spoiling scene by getting up to dance during dinner. Feldman (back turned, left) is facing Clark Gable.



QUARTET OF STARS gather at bar shortly after midnight—Clark Gable, Van Heflin, Gary Cooper

and Jimmy Stewart. On his shirt Cooper wears silver and sequin place-card holder given out at the party.



PERIOD DRESSES fitting the occasion are worn by Mrs. Jack Kuhrtz (left) and Mrs. Lewis Lohman.



ROMANTIC REUNION joins Actress Jeanne Crain with her estranged husband, Paul Brinkman.

QUIET PARTY, LIVELY TALK

One of New York's most brilliant and decorous celebrations brought social, industrial, diplomatic and entertainment luminaries to the annual New Year's dinner dance of the Gilbert Millers. Held in the Park Avenue apartment of the 72-year-old theatrical producer and his wife, the former Kathryn Bache, the party began with a dinner for 40, expanded grandly with the arrival of some 150 other guests for the dance that followed. Between conversations in the colorful Della Robbia decor, the guests danced to the music of a red-coated Austrian ensemble and convivially toasted the new year.



AT DINNER, Host Miller (*center*) converses with Clare Boothe Luce. Others at table from left are John Foster, Mrs. Stanley Sarnoff, Reinaldo Herrera, Mrs. James P. Donahue, J. Cheever Cowdin.

AFTER DINNER, guests talk below Goya's famed *Red Boy*. From left they are Mrs. Byrnes MacDonald, Industrialist Edgar Eyre, Playwright Cordelia Biddle Robertson and Artist Constantin Alajalov.



MEETING OF BEAUTIES takes place as Mrs. Philip Isles (*left*) talks with Mrs. Thomas Phipps.



CHAT BY CELEBRITIES brings together British Actor Rex Harrison (*left*) and Artur Robinstein.





BRET HARTE ENJOYS A DRINK AT MARK TWAIN'S HOME

What finer whiskey to celebrate author Bret Harte's completion of one of his finest stories than Mark Twain's favorite, Old Crow.

OLD CROW

Kentucky Straight Bourbon Whiskey

As famous as the men whose patronage helped bring it world-wide renown, James Crow's magnificent whiskey has traveled far since it first appeared on the American scene back in 1835. Millions everywhere have tried it, enjoyed it and deeply praised it as the finest Kentucky bourbon ever put into glass.

**NOW IN A Milder
LOWER-PRICED 86 PROOF BOTTLING!**

Old Crow is now available in a milder
86 Proof bottling, today's highly popular companion
to the historic 100 Proof Bottled in Bond.

"The Greatest Name in Bourbon"



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1957 Make this your LUCKY year 1957



Good year ahead...



full of great days...



and special moments.



Perfect times...



to light up a Lucky!



Man, what a cigarette!



Outdoors...



or indoors...



doin' the chores...



or takin' it easy...



it's the best-tasting cigarette you ever smoked!



LUCKIES TASTE BETTER

CLEANER, FRESHER, SMOOTHER!

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